

Glimmer of hope for crossowners
Three months later at the Ferris FCC

Broadcasting Jan 23

The newsweekly of broadcasting and allied arts

Our 47th Year 1978

NEWSPAPER

WE HAVE A SIX MILLION DOLLAR MAN OF OUR OWN.

He's Jack Harris, president of KPRC radio and television. And for the past seven years, he has personally directed KPRC-TV's participation in the Houston Area Jerry Lewis Telethon for Muscular Dystrophy. His efforts have helped bring in \$6 million for medical research and made the Houston area telethon contributions the highest per capita in the nation.

So, when Baylor College of Medicine, headed by Dr. Michael DeBakey, used part of the funds to complete and equip a new research unit in the Jerry Lewis Neuromuscular Disease Research Center, it was decided to name it after someone who really cared about the work that was being done, and had helped make it possible. Jack Harris.



A great honor? Jack thinks so, and so does the rest of the KPRC-TV organization. But they know honor won't get kids out of wheel chairs and back on their feet. That takes money. So next Labor Day, Jack and the rest of the KPRC-TV crew are going to be back in the studio getting people to send in whatever they can.

That's why we think Jack Harris is as impressive a six million dollar man as you'll find. Next year? We're going to try for eight.

KPRC TV 2 HOUSTON

Petry Television, Inc., National Representatives/NBC Affiliate.

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In a world of moving people, communications can't stand still.

Our job: to provide communications for moving people. Moving communications. Mobile communications.

We're an association of independent companies across the nation, making what was once a fantasy become a reality, with a whole new generation of personal communications services.

Our Telocator® pagers and mobile radio telephones are vital to doctors, businessmen, repair-



men, government officials—to anyone who has to keep in touch in order to serve you better.

In a world of moving technology, we've kept up. Now, we're moving ahead. With the freedom to compete, we're now serving more mobile communications subscribers than any competing system.

The Telocator Network of America. That's Communications on the Move.

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For Telocator mobile telephone or pager service in the Washington area, call any of the following members of the Telocator Network:

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WARNER BROS. TELEVISION DISTRIBUTION



A WARNER COMMUNICATIONS COMPANY



Professional Profiles: Donald H. Platt

Don Platt represents a rather new breed of broadcast manager: The professionally-educated, professionally-trained general manager. The term "general" in this case is particularly apropos, because Don would be able to apply the same finely-developed marketing skills and financial understanding to almost any industry he chose to enter. His M.B.A. training at Stanford University gave him a thorough knowledge of the tools of marketing and general commerce. His real business acumen was perhaps best refined, however, at America's marketing mogul: Proctor and Gamble. A brand management internship at P & G (Don's was in the food

division) is considered by many captains of industry to be the finest "real life" marketing training available. It is there that one learns, firsthand, the need for clear business logic and the value of on-going management information developed through research. Since building broadcast audience and selling broadcast time are both really marketing functions, the industry must consider itself fortunate to have the professional expertise that Don Platt, and others like him, bring.

Don is Vice President and General Manager of KSFX, ABC-FM in San Francisco and a valued client.

The Research Group

Perceptual Research for Broadcast Management / San Luis Obispo, California

The Week in Brief

SILVERMAN TO NBC □ The programmer with the golden touch for ABC will leave that company and replace Herbert Schlosser as president and chief executive officer. **PAGE 28.**

REINSCH TO GET DSA □ Cox Broadcasting chairman selected by NAB for industry's highest honor. **PAGE 29.**

IN PUERTO RICO □ The NAB board assesses its major problems including the status of the Van Deerlin rewrite and sex and violence on TV. **PAGE 29.**

GLIMMER OF HOPE □ Questions from some of the Supreme Court justices during oral arguments in the media crossownership case boost the confidence of the plaintiffs' lawyers. **PAGE 30.**

FERRIS'S FIRST QUARTER □ The new FCC chairman, three months into the job, still thinks it's "great." Although the pace he's set is not as fast as some would have expected, he's happy with the work accomplished so far. **PAGE 32.**

ROBINSON TO WARC □ The former FCC commissioner and U. of Virginia law professor is picked to head U.S. delegation. Ambassadorship will come later. **PAGE 33.**

REVISIT TO WPIX □ The eight-year old fight for channel 11 in New York surfaces again in oral arguments at the FCC. Challenger Forum Communications digs up old charges of news distortion. **PAGE 36.**

POLITICAL CONTRIBUTIONS □ Common Cause reports who got how much and from whom during the 1976 campaign. It includes reports on donations by the NAB and the NCTA to Communications Subcommittee members. **PAGE 37.**

JAMMED AGENDA □ INTV heads for San Diego next Sunday for four days of sessions that will touch on all phases of independent TV operation. **PAGE 38.**

SEX ON TELEVISION □ A Doyle Dane Bernbach study of adult Americans finds the public wants reins on such programming, but is wary of outright censorship or federal controls. More advertiser involvement with the issue is urged. **PAGE 46.**

ARBITRON EXPLAINS □ Measurement firm says that last year's drop in TV viewing levels stemmed from the comparison of 1977 numbers against those of an exceptional 1976. It adds that figures are now back in line with previous years. **PAGE 50.**

OUT OF COURT □ A court in Milwaukee throws out the case against Storer's WITI-TV there, brought by fan who wanted to force the station to carry CBS's basketball game of the week. The station now says it will carry the games. **PAGE 52.**

LANCE TO TV □ The former director of the Office of Management and Budget will do news analyses on WXIA-TV Atlanta and possibly other Combined Communications stations. **PAGE 55.**

PORNO PROMOTION □ Turned down by the *Los Angeles Times* when it tried to buy ads for an X-rated film, Pussycat Theaters does find three independent TV's there that would accept the campaign. **PAGE 58.**

DIARY TAMPERING □ A grand jury in Denver is to consider whether or not to hand down indictments against persons suspected of manipulating or selling Arbitron ratings diaries. **PAGE 58.**

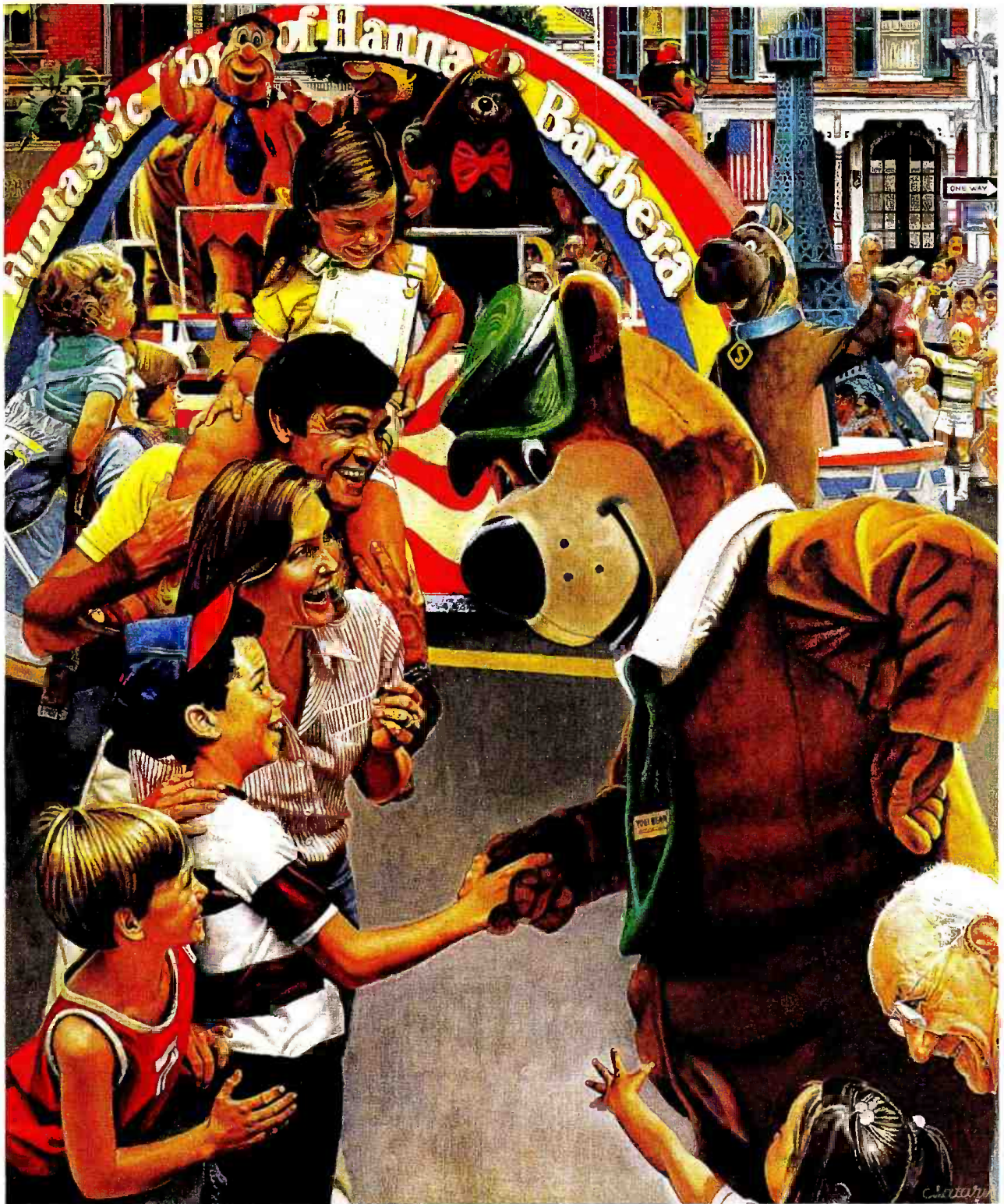
AKRON DUST-UP □ A letter to FCC's Ferris from Roger Berk of WAKR-TV, a UHF there, about his concerns in connection with Cleveland network signals, brings charges of foul from the opposition. **PAGE 60.**

DIPLEXING GOING WELL □ Most broadcasters are pleased with the new technique that sends both TV audio and video signals on one AT&T circuit. **PAGE 61.**

IMPORTS □ The U.S. Supreme Court agrees to hear arguments in the eight-year old battle by Zenith over the prices of Japanese-made TV receivers in this country. **PAGE 61.**

ENGINEERING A COMEBACK □ As the new president of CBS Television Stations Division, Tom Leahy is charged with restoring that Tiffany group of stations to the prominence that lately had been slipping away. His first move is to people the division with those who can grow and accept responsibility. **PAGE 81.**

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

Shake hands with a fantasy.

Everyone loves a parade: And with Yogi Bear and other Hanna-Barbera characters joining the crowd, it becomes more than just a parade. It's fun and laughter. A happy time that brings people closer together.

Family Entertainment. It's part of the business and philosophy of Taft Broadcasting. Through our Hanna-Barbera television and motion picture productions we reach a world-

wide audience in the hundreds of millions. It's a powerful means of support to basic family values, and we're proud of our involvement in it.

Our themed amusement parks host over 6½ million people a year. And our radio and television stations serve seven major markets.

TAFT
Broadcasting Company

Informing and entertaining the American family.

Closed Circuit[®]

Insider report: behind the scene, before the fact

Minority aid

Carter administration is about to announce plan to ease minorities' way to broadcast and cable television ownership. Program includes suggestions that FCC give credit in comparative hearings to applicants with minority participation and permit licensees facing renewal or revocation hearing to sell station at reduced price to minority group (BROADCASTING, Jan. 9).

Plan also provides for government loans and loan guarantees, spells out guidelines for government agencies to allocate advertising money to minority-owned stations, and includes training program in station operation, to be carried out by Labor Department.

Morning line

Politicking went on beneath palm trees in Puerto Rico where National Association of Broadcasters joint board met last week. Although elections of new board officials don't take place until next board meeting in Toronto in June, candidates are lining up like this: current board chairman, Donald Thurston (WMNB-AM-FM North Adams, Mass.), is shoo-in for re-election, unopposed, to second one-year term. Television board chairmanship, currently held by Kathryn Broman (Springfield [Mass.] Television Broadcasting), who retires from board in June, is sought by Thomas Bolger (WMTV[TV] Madison, Wis.), current TV board vice chairman. He is unopposed at moment. Bill Bengtson (KOAM-TV Pittsburg, Kan.) wants TV vice chairmanship.

Both chairmanship and vice chairmanship of radio board will be up for grabs: Chairmanship, now held by Len Hensel (WSM-AM-FM-TV Nashville) who retires from board in June, is sought by Bill Sims (KOJO[AM]-KIOZ[FM] Laramie, Wyo.) and Walter May (WPKE[AM]-WDHR[FM] Pikesville, Ky.). Although unannounced, Jerry Lee (WDVR[FM] Philadelphia) is also expected to run. No one has announced yet for radio vice chairmanship, now held by Dick Painter (KYSM-AM-FM Mankato, Minn.), who also retires in June.

Stops out

ABC-TV, simultaneously celebrating 25th anniversary of its current ownership and management and runaway lead in prime-time ratings, hopes to make this year's annual meeting of its affiliates something special to remember. Among possibilities under consideration are active roles for ABC-TV program stars in sessions themselves, instead of their usual stand-up-and-say-hello appearances at annual

banquet, and some as yet undefined closed-circuit innovations. Meeting starts May 23 at Century Plaza hotel in Los Angeles and, if special plans work out, will probably run one day longer than usual to May 26.

Squeaker

Tribune Co. of Chicago has bare majority of FCC commissioners on its side in its effort to stave off challenge of Forum Communications Inc. for license of its WPIX(TV) New York. After oral argument in case on Wednesday (see story page 36), commissioners went into closed session, engaged in vigorous debate for two-and-a-half hours on instructions to be given staff as to drafting of final order. When it was over, Commissioners Robert E. Lee, James H. Quello, Abbott Washburn and Margita White were understood to favor renewal, over dissenting views of Chairman Charles D. Ferris and Commissioners Joseph Fogarty and Tyrone Brown. Positions could change by time final order is adopted, but no one is betting on commission order denying renewal.

Commission order favoring WPIX would not end eight-year-old fight. Forum's counsel, Michael Finkelstein, said if commission denies its application, Forum will be "in court next day."

Deflation

Trend in salesman compensation among big television program syndicators is away from commission system and to salary plus bonus. Latest to make change is said to be 20th Century-Fox Television. With rise in TV prices for production and distribution, commissions were getting out of hand.

NAACP turns pro

Former FCC Commissioner Benjamin L. Hooks is delivering on promise to set up office of communication at National Association for the Advancement of Colored People, which he now heads. Office is to be run by Angela Shaw, lawyer formerly with FCC Common Carrier Bureau and later legal assistant to FCC Commissioner Joseph Fogarty. Working with Miss Shaw will be Veronica Jefferson, formerly with Office of Communication of United Church of Christ. New office, in NAACP's New York headquarters, will be concerned with treatment of blacks by and in radio, television and print media.

New office will also establish departments in NAACP's branch offices to teach members how to deal with media. Aim will be to resolve differences through

negotiation. When that fails with broadcasters, Mr. Hooks said, groups will be prepared to file petitions to deny license renewals.

Money people

In addition to engineering and legal specialist, each member of FCC should acquire personal economist to provide guidance on common carrier matters dealing with reasonableness of tariffs in telephone, telegraph, satellite and other regulatory areas where rate structures are basic. That's view of Commissioner Abbott Washburn, whose international communications background has established him as resident expert in satellite communications matters.

Each commissioner (except chairman) now is entitled to two professional experts in Grade 15 (annual pay from \$36,170 to \$47,025). Mr. Washburn wants third—economist in same pay range—plus present three of secretarial-clerical rank. FCC Chairman Charles Ferris has three professionals on personal staff. His predecessors had four.

Brown's men

FCC Commissioner Tyrone Brown has picked two legal assistants: Neal Goldberg, of Washington law firm of Wilmer, Cutler & Pickering, and Booker Wade, of Department of Transportation. Formal appointment awaits Civil Service clearance.

SNAFU

Situation was normal, but didn't look it, when seven broadcasters declined nominations to National Association of Broadcasters radio and TV boards (BROADCASTING, Jan. 16). There were two primary reasons: press of business and three-way ties in which one nominee deferred to other two. It happens in every election, but this time NAB released announcement of initial call for nominations (BROADCASTING, Jan. 2) before all reluctant candidates had chance to remove their names. NAB emphasizes it won't happen again.

News network?

WPIX(TV) New York is getting closer to decision on production of national news show for independents, with start date either in June or September. Present thought is to send stations satellite feed at 9 p.m. or 10 p.m. on barter basis, with time reserved for national advertisers. Project cost is put at \$3 million a year or more.

For all the video freedom you can use, get the studio camera with the outstanding picture.

That's the RCA TK-46, latest version of the most popular studio camera ever made. It incorporates a host of features introduced to the industry by RCA—successful in more than 1,500 units—the largest universe of any camera series.

Camera excellence doesn't just happen. In the TK-46, it comes from years of experience.

We planned to set a new standard for studio cameras when we introduced the original TK-44—and we succeeded. Its successor, the TK-46, still sets the standard, with features that deliver outstanding pictures. Among them: Chromacomp, the colorimetry adjustment that doesn't change picture luminance; comb filter and coring, for greatly improved signal-to-noise ratio; high efficiency prism optics for clarity and stability; scene contrast compression. And such automatic features as color balance, iris control and optional centering control.

You deserve the latest camera developments. You get them in the TK-46.

The TK-46 includes these new features: an advanced preamp that improves signal-to-noise

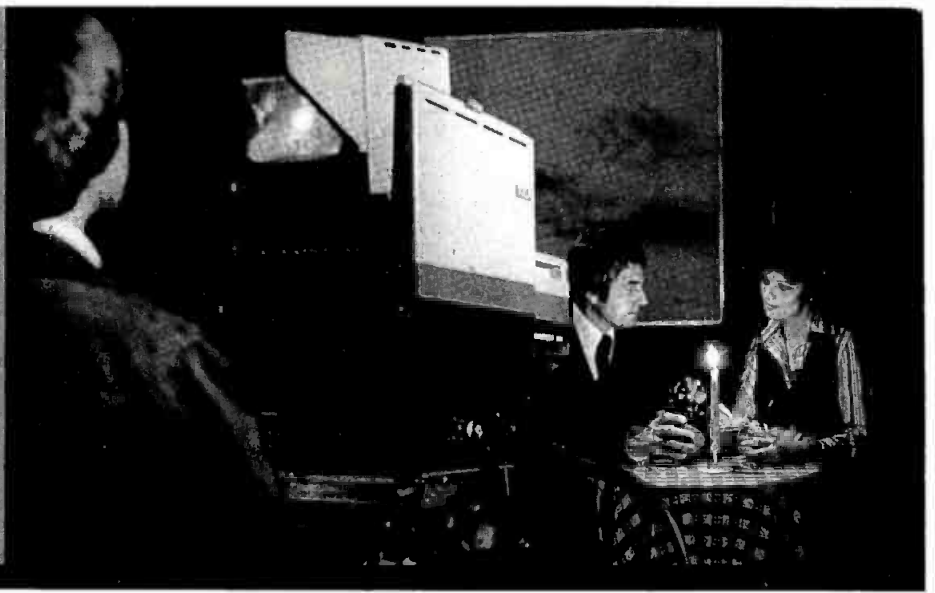
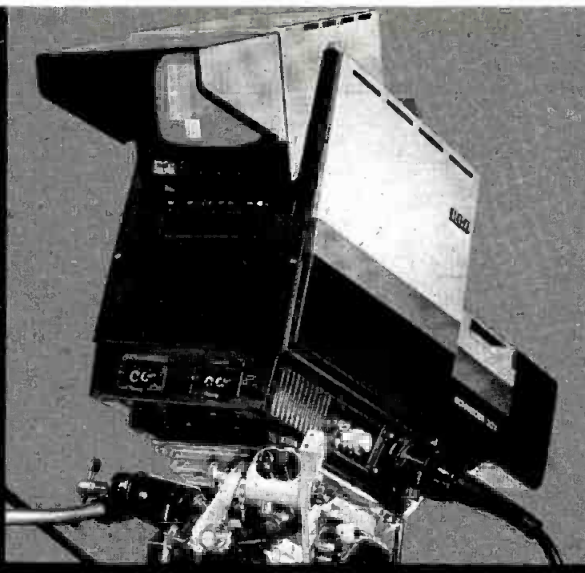
ratio by 3 dB; a 30° tiltable viewfinder with an 8" diagonal screen; simultaneous in/out of band aperture equalization with combing and coring—standard, of course. The control panel has been simplified, and setup controls are virtually accident-proof.

Video freedom is available now in the TK-46. And in a huge array of broadcast equipment from RCA.

Video freedom is the outstanding performance of the TK-46. It's the flexibility, features and value of our other cameras. It's everything you need for quality TV operation: antennas, transmitters, mobile vans, VTRs, telecine systems, and more.

It's all available now. Contact your RCA Representative, or write us. RCA Broadcast Systems, Building 2-2, Camden, NJ 08102.

The RCA logo, consisting of the letters "RCA" in a bold, stylized, sans-serif font.



TK-46. Part of the new video freedom.

TV only

Folger Coffee □ Subsidiary of Procter & Gamble features its flaked coffee in five-month TV buy starting in February. Cunningham & Walsh, New York, will buy spots in 32 markets during all dayparts. Target: total women.

National Bakers Service □ Hollywood bread will be highlighted in three-month TV flight starting in April. Hopkins, Patwell & Associates, Hollywood, Fla., will seek spots in approximately 50 markets during fringe time. Target: women, 25-49.

Seabrook Foods □ McKenzie's country fry and vegetable gumbo is scheduled for 10-week TV promotion beginning this week. Tucker Wayne & Co., Atlanta, is arranging spots in about 12 markets during day, fringe and prime time. Target: women, 18-49.

Rep appointments

- KXYZ(AM)-KAUM(FM) Houston, WERE(AM)-WGCL(FM) Cleveland, KPAM-AM-FM Portland, Ore., and KBEQ(FM) Kansas City, Mo.: RKO Radio Sales, New York.
- KWJJ(FM)-KJIB(FM) Portland, Ore., and WONO(FM) Syracuse, N.Y.: Eastman Radio, N.Y.
- WKWF(AM) Key West, Fla.: Jack Bolton Associates, Atlanta.
- WLKR-AM-FM Norwalk, Ohio: Regional Reps, Cleveland.

Eureka Tent Co. □ Company features its tents in 10-week TV flight starting in early March. Wm. L. Baxter Advertising, Minneapolis, will seek spots in 25 markets during news and sports time. Target: adults, 18-35.

GAF Corp. □ GAF Viewmaster will get

eight-week TV flight beginning this week. Daniel & Charles, New York, will buy spots in test markets during early fringe and prime time. Target: total adults and children.

Amoco Oil Co. □ Light oils will be featured in eight-week TV campaign beginning this week. D'Arcy-MacManus & Masius, Chicago, will buy spots in 60 markets during prime and news time. Target: men, 18-49.

Huffman Mfg. □ Bicycle and automotive service station equipment manufacturer plans six-to-eight-week TV buy beginning in early April for its bicycles. Sive Associates, Cincinnati, will schedule spots in 22 markets during early fringe time. Target: women, 18-49, and children, 6-11.

Carling National Breweries □ Brewery will highlight its Tuborg beer in seven-week TV campaign beginning in early February. W. B. Doner, Baltimore, will select spots in 18 markets during prime, news and early fringe time. Target men, 18-49.

Mego Corp. □ Toy manufacturer slates seven-week TV push for its various toys beginning this week. Ted Bates, New York, will place spots in 21 markets during children's time. Target: children, 6-11.

International Harvester □ Lawn and garden division will spend approximately \$500,000 on six-week TV campaign starting in mid-March. BBDM, Chicago, will buy spots in about 60 markets during fringe time. Target: total men.

Ziebart International Corp. □ Auto rustproofing firm slates five-week TV drive beginning in late March. Ross Roy, Detroit, is buying spots in at least 40 markets during fringe and prime time. Target: men, 18 and over.

Potato Service Inc. □ Frozen food processor places five-week TV promotion beginning in early February, costing approximately \$180,000. Chapman Communications, New York, will handle spots in New York, Boston and Presque Isle, Me. Target: women, 25-49.

American Express Co. □ American Express card gets four-week TV push beginning in late February. Ogilvy & Mather, New York, is buying spots during fringe time in nine markets. Target: men, 25-54.

Allen Products Co. □ Division of

The Twilight Zone

Rod Serling's triple Emmy winner showcases Cliff Robertson, Peter Falk, Carol Burnett, Jack Klugman, Elizabeth Montgomery, Agnes Moorehead and more stars in ingenious dramas of suspense and fantasy. A masterful series for the young adults in your market.

Viacom

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

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

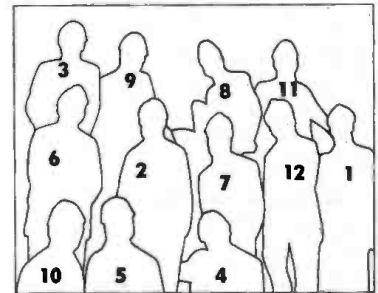
But the people and the press have a right to know what we're doing and how it will affect them.

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

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



Gulf people: meeting the challenge.



1. Atlanta, Georgia
Michael M. Kumpf · 404-897-7738

2. Boston, Massachusetts
James T. Morris · 617-227-7030

3. Denver, Colorado
James W. Hart, Jr. · 303-758-5855

4. Houston, Texas
James I. Gatten · 713-750-2736

5. Raymond Snokhous · 713-682-1170

6. Los Angeles, California
Ralph E. Lewis, Jr. · 213-553-3800

7. New Orleans, Louisiana
Michael H. Nelson · 504-566-2667

8. Philadelphia, Pennsylvania
Jack Galloway · 215-563-6633

9. Pittsburgh, Pennsylvania
Thomas D. Walker · 412-263-5938

10. Santa Fe, New Mexico
A. Samuel Adelo · 505-988-8905

11. Tulsa, Oklahoma
Jeffrey P. Harris · 918-560-4305

12. Washington, D.C.
Nicholas G. Flocos · 202-659-8720

Gulf Oil Corporation

Liggett & Myers slates four-week TV drive for its Alpo snap treats, starting in late February. Weightman Advertising, Philadelphia, is placing spots in 15 markets during fringe and daytime. Target: women, 25-64.

Arthur Treacher's □ Restaurant chain schedules four-week TV flight beginning this week. Sawdon & Bess, New York, will buy spots in approximately 21 markets during fringe time. Target: men and women, 18-49, and teen-agers.

Colonial Penn Insurance □ Insurance firm will place four-week TV buy beginning in early February. Direct Response Network, Philadelphia, will handle spots in about 100 markets during day and fringe time. Target: adults, 50 and over.

Jelmar Corp. □ Tarn-X tarnish remover will be featured in three-week TV push beginning in mid-February. A. Eicoff & Co., Chicago, will handle spots in about 60 markets during all dayparts. Target: total women.

Raygold □ Company will feature its Velamints sugar-free mints in three-week TV flight beginning in late February. Don Tennant, Chicago, will place spots in 56 markets during fringe and prime time. Target: adults, 18-49.

Armstrong Cork Co. □ Floor division features its Solarian no-wax flooring in three-week TV campaign starting in early March. BBDO, New York, will seek spots in about 20 markets during late fringe time. Target: women, 25-49.

Tastykake Inc. □ Bakery schedules three-week TV push for its Ole South pies beginning in late February. Montgomery & Associates, Bala Cynwyd, Pa., is placing spots in 12 markets during day and late

fringe time. Target: women, 18-49, and working women.

General Electric □ Company features its rechargeable batteries in three-week TV buy beginning in late March. General Electric's Advertising and Sales Promotion Operations, Stamford, Conn., will arrange spots during fringe and prime time. Target: adults, 25-54.

Ice House Wines □ Ice House wine cocktail will get two-to-three-week TV push starting in early March. David W. Evans, Los Angeles, will place spots in about four markets including New York during fringe time. Target: adults, 18-34.

Banquet Frozen Foods □ Company will feature its fried chicken in two-week TV campaign starting in early February. Case & McGrath, New York, will buy spots in 14 markets during prime time. Target: women, 18-49.

Smithfield Packing Co. □ Company focuses on its lunch meats in two-week TV push starting in early February. Henry J. Kaufman, Washington, is scheduling spots in eight markets during day and early fringe time. Target: women, 18-49.

Anheuser Busch □ Brewery sponsors Muhammad Ali-Leon Spinks world heavyweight boxing championship on CBS Radio, Wednesday, Feb. 15, beginning at 10 p.m. NYT, through D'Arcy-MacManus & Masius. Win Elliot and Don Dunphy will provide description of bout.

Sentry Insurance □ Insurance firm sponsors one hour ABC-TV special, *The Sentry Collection Presents Ben Vereen — His Roots*, Thursday, March 2 (10-11 p.m. NYT), through Grey Advertising. Ben Vereen, star of *Roots*, will be highlighted in special spotlighting key events of his life.

Radio only

TRW Inc. □ Manufacturer will launch 52-week radio promotion beginning in late February. Media Buying Services, New York, will select spots in 13 markets including Boston, Chicago and Philadelphia. Target: men, 35 and over.

S.S.S. Co. □ S.S.S. Tonic gets 20-week radio promotion beginning this week. Tucker Wayne & Co., Atlanta, is selecting spots in 120 markets. Target: adults, 25-54.

Boyer Bros. Inc. □ Sweets manufacturer will place 12-week radio promotion beginning in early February for its candy. Mediators, New York, will buy spots in 10 markets including Albany, N.Y., Boston, Milwaukee and St. Louis. Target: teen-agers.

Japan Airlines □ Airline schedules four-week radio push starting in early February. Ketchum, MacLeod & Grove, New York, will handle spots in five markets including Chicago, Los Angeles and San Francisco. Target: adults, 35 and over.

Tyson Foods □ Poultry division arranges four-week radio flight for its rock cornish hens starting in early March. Brooks-Pollard, Little Rock, Ark., will place spots in Chicago, Minneapolis and Milwaukee, spending approximately \$50,000 on campaign.

Geo. A. Hormel □ Grocery products division focuses on its chili in two-to-four week radio campaign beginning this week. BBDO, Minneapolis, will buy spots in about 12 markets including Atlanta, Dallas, Los Angeles and San Diego. Target: women, 18-34.

Automatic Data Processing Inc. □ Computerized bookkeeping and recordkeeping service schedules four-week radio buy starting in early March. Schaefer Advertising, Valley Forge, Pa., is buying spots in 15 markets including Baltimore, Cleveland, Dallas and Miami. Target: men, 25-54.

National Coal Association □ Trade association places two-to-three-week radio campaign beginning in early April. Richard Newman Associates, Champaign, Ill., is handling spots in 30 markets including Boston, Chicago, Detroit and St. Louis. Target: men, 25-54.

U.S. Air Force □ Recruiting arm slates five-week radio push beginning this week. D'Arcy-MacManus & Masius, New York, is placing spots in about 80 markets including Boston, New Orleans, St. Louis, Seattle and Washington. Target: men, 18-24. Agency was incorrectly identified in BROADCASTING, Jan. 9.

BAR reports television-network sales as of Dec. 25.

ABC \$1,222,635,500 (34.4%) □ CBS \$1,185,394,300 (33.2%) □ \$1,158,119,800 (32.4%)

Day parts	Total minutes week ended Dec. 25	Total dollars week ended Dec. 25	1977 total minutes	1977 total dollars year to date	1976 total dollars year to date	% change from 1976
Monday-Friday Sign-on-10 a.m.	141	\$ 944,600	7,729	\$ 51,083,300	\$ 38,669,700	+32.1
Monday-Friday 10 a.m.-6 p.m.	913	11,922,500	51,289	782,329,100	634,517,400	+23.3
Saturday-Sunday Sign-on-6 p.m.	240	7,019,100	15,436	408,204,500	340,201,600	+20.0
Monday-Saturday 6 p.m.-7:30 p.m.	102	4,851,600	5,118	200,718,600	159,121,400	+26.1
Sunday 6 p.m.-7:30 p.m.	19	739,300	1,075	58,068,700	49,139,200	+18.2
Monday-Sunday 7:30 p.m.-11 p.m.	398	32,600,500	21,392	1,820,094,600	1,514,859,800	+20.1
Monday-Sunday 11 p.m.-Sign-off	214	4,623,000	10,762	245,650,800	217,775,600	+12.8
Total	2,027	\$82,700,600	112,801	\$3,566,149,600	\$2,954,284,700	+20.7

Source: Broadcast Advertisers Reports

KBEQ
KANSAS CITY
HAS
APPOINTED
RKO RADIO SALES



RKO RADIO SALES

NEW YORK WOR/99X
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DALLAS KLIF
PITTSBURGH WKTQ WSHH
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Networks, stations, syndicators and sponsors have been using TV LOG successfully for over 20 years. Audience insurance is the reason why. TV LOG is the most cost-efficient way of reaching your potential audience at the "moment of decision."

CONSIDER THESE TV LOG FACTS • Available on a national, regional or local market basis • You reach over 49 million potential viewers in 437 publications

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Update my files.

Please send me details on current markets available, rate information, etc.

Name _____

Company _____

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City/State/Zip _____

Our 22nd Year

... Where people look before they watch!

“Elizabeth... this is the big one.”

Highest rated 1/2-hour series in NBC history.



**More Homes than “Happy Days”
More Women than “Mary Tyler Moore”
More Men than “Mash”
More Youngsters than “Barney Miller”**

Source: Arbitron Network Program Analysis

136 Episodes. Available This Fall. Order Now!

A **TANDEM** Production
Distributed by P * I * T * S Films

Contact Robin French or Gary Lieberthal • 1901 Avenue of the Stars, Suite 666, Los Angeles, CA 90067. (213) 553-3600

Monday Memo[®]

A broadcast advertising commentary from James W. Holland, director of advertising and public affairs, Qwip Systems, New York

Qwip sends a message via radio and television

Manufacturers of facsimile transceivers ("fax" equipment) have made one big mistake in their attempts to introduce this revolutionary device to the business market. They have been selling just another piece of office equipment rather than an entirely new concept in office hard-copy communications. This realization, I believe, accounts for the tremendous success we have had in the just-completed nine-week TV-radio test advertising campaign for Qwip Systems in Chicago and Los Angeles. As a result of this success, we are moving right into our national advertising campaign in broadcast as well as print, starting this week.

Qwip is a simple device that allows the operator to send and receive authentic copies of letters, reports, drawings, sketches, charts, contracts and other time-critical documents across town or across country in minutes. The only other piece of equipment necessary to the operation of a Qwip machine is the already essential telephone. In short, facsimile transmission can be described as long-distance copying done with a telephone.

Fax has actually been a viable business tool, since the introduction of the AP Wirephoto of the 1930's. But it wasn't until the Carterfone decision of 1968 that it became possible to use regular telephone equipment for transmission purposes. Xerox, 3M and Graphic Sciences (now a division of Burroughs) entered the field early and began marketing their fax equipment. We feel their marketing efforts were ineffective. The equipment they offered was expensive, too delicate and sensitive, and hence, unreliable. As to approach, they were selling hardware rather than the concept of fax. We immediately realized that top-level executives, not office managers, were positioned to buy a concept. Our advertising campaign reflects this. We are talking to management with \$25,000-plus incomes who are involved in making decisions to buy equipment worth more than \$1,000.

The Qwip 1000 series rents for \$29 a month, is extraordinarily simple to operate, and offers a "repair-by-replacement" policy which precludes time-consuming, on-premises repairs. These qualities reduce the marketing thrust to the conceptual level which, with the assistance of Creamer Lois/FSR President and Creative Director George Lois, we have been able to translate into extremely effective advertising.

The competition advertises almost exclusively in the vertical trade media, which, of course, is hardware oriented. Our print campaign, which went national



James W. Holland is director, advertising and public affairs, for Qwip, a position he assumed in October 1976. He joined Qwip Systems, a major manufacturer of convenience facsimile equipment, when the company was in its third year of operation. He subsequently was instrumental in developing the communications strategy and launching an aggressive national marketing program. Before joining Qwip, Mr. Holland had amassed 10 years of experience as director of broadcast production at Gaynor & Ducas Advertising, New York.

last spring, has been aimed at top business executives through such publications as *Time*, *Newsweek*, *Business Week*, *The Wall Street Journal* and *Fortune*. But the broadcast media are the most efficient means for reaching this audience. The results of the test campaign in Chicago and Los Angeles corroborated this view. Although Chicago and Los Angeles are tough test cities, we chose them because we have strong in-place marketing operations and were able to follow up on interest generated by the test. The usual test cities were just too small for a young company like Qwip Systems.

The test was unbelievably successful and far exceeded our expectations. Awareness rose 475% from pre- to post-testing—a period of nine weeks. And the concurrent sales volume was very good. Our agency enlisted the aid of Oxtoby-Smith Inc. to do a penetration study. This was done in two waves of interviewing, one wave occurring before the advertising broke in late September, the other coming after it was over at the end of November. In each wave 550 target people were interviewed. These people were responsible for major office equipment purchases in their firm, and they worked in offices that employed at least 25 persons. The target age group was in the 20-54 range.

The national broadcast campaign is just now getting under way. The radio and television spots will be supported, as men-

tioned, by a substantial print campaign. Together, the package amounts to a sustained, year-long, nonseasonal awareness campaign which we feel will effectively launch facsimile in general, and Qwip in particular.

The breakdown of markets to be used for the 1978 media plan is quite solid. We have divided the markets into "A" (major), "B" (minor), and "C" (small) categories. While the "A" category encompasses large cities such as New York, Dallas, Houston, Washington, Boston and so on, these markets also happen to be the nation's communications centers, which lends additional meaning to the "major" categorization. The divisions are also representative of the size of our own operations in each locale.

An interesting facet to the campaign is that the television component is not a network buy, but a spot buy. In making this decision, the financial aspect was not the major concern. With the excellent capability of the media department at Creamer Lois/FSR, the buying can be controlled market-by-market so that the national spot buy becomes the most efficient way to go. We will be shooting for news, sports and normal day parts.

The radio buys will concentrate on similar markets with heavy emphasis on drive time. Radio spots will be off during the weekend. Of particular importance in the radio/TV combination is the definite interplay between the two. In the long run, our audience won't remember whether they saw it on TV or heard it on the radio, which is the ultimate objective of an awareness campaign.

One of the inspired aspects of the whole project, aside from the nature of the concept and product, is the way George Lois attacked the conceptual difficulties inherent in marketing Qwip. By playing off of the Qwip name, he created Quentin Qwibble, master of the "Qw" sound. Broadcast market audiences will hear Qwibble offer these friendly words of advice:

"Qwip is an inqwedible machine that mails pictures and words electronically by telephone in four minutes fwat!"

In the 10 years since Carterfone, only 150,000 fax units were placed in the market. With a 33-million business phone potential, that figure truly represents only the merest stirring of the sleeping giant. And Qwip is now leading the way. In 1977, we placed more units than Xerox, Graphic Sciences and 3M combined. This is why embarking upon Qwip System's first combined national TV, radio and print campaign is particularly exciting. In terms of product features and marketing expertise—Qwip Systems has it. Now, the national broadcast campaign will flaunt it.

**Broadcasters
are talking
about two
exciting new
programs
from**



Datebook

■ indicates new or revised listing

This week

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

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

Jan. 23—FCC's deadline for comments in inquiry on problems encountered by "saturated" cable systems in complying with FCC's mandatory signal carriage rules (Docket 21472). Replies are due Feb. 22. FCC, Washington.

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

Jan. 25—New York City chapter of *American Women in Radio and Television*'s luncheon, featuring former FCC Commissioner Benjamin Hooks, who is now executive director of the National Association for the Advancement of Colored People, speaking on "Women and Minorities in Television." Women's Republican Club, 3 West 51st Street, New York.

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

Jan. 27-28—Annual meeting of *Northwest Broadcast News Association* in conjunction with *Radio and*

Television News Directors Association. Sheraton Ritz, Minneapolis.

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

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

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

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

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

Jan. 30—Public meeting. *Carnegie Commission on Future of Public Broadcasting*. Beverly Wilshire, Los Angeles.

Also in January

Jan. 30—FCC's new date for replies in FM quadrasonic broadcasting inquiry (Docket 21310). FCC, Washington.

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

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

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

February

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

Feb. 1—Deadline for entries for Awards in Connecticut Business Journalism to recognize writers and media serving Connecticut for distinguished business and financial journalism last year. Prizes of \$500 will be granted writers and producers in eight media categories, information and entries: *Connecticut Business Journalism Awards*, P.O. Box 3598, Hartford, Conn. 06103.

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

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

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

Feb. 2-3—*Arkansas Broadcasters Association* winter convention. Speakers will include Arkansas candidates for the U.S. Senate and Jim Gabbert of the National Radio Broadcasters Association. Pine Bluff Convention Center and Holiday Inn South, Pine Bluff, Ark.

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

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

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

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

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

Feb. 7—*Radio Advertising Bureau* sales clinic. Holiday Inn, Charlotte, N.C.

■ **Feb. 7**—Panel on advertisers' responsibility to society, the first of a series of panels on business ethics under a grant from the National Endowment for the Humanities. C.W. (Tex) Cook, General Foods Corp.; Leonard S. Matthews, Young & Rubicam National, and Joan Z. Bernstein, Federal Trade Commission, will speak, respectively, on the advertiser, agency and government perspectives. *Council of Better Business Bureau* is conducting series of panels. Southern Methodist University, Dallas.

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

Feb. 8—*Arizona Cable Television Association* annual

Major meetings

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

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

March 4-8—*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—*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 21-27—*MIP-TV* 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

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

May 9-10—Annual meeting of *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

May 14-17—Annual meeting of *NBC-TV affiliates*. St. Francis hotel, San Francisco.

June 1-3—*Associated Press Broadcasters* annual

meeting. Stouffer's Twin Towers, Cincinnati.

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

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

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

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

Sept. 17-20—*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, 1980 conference will be Sept. 14-17 at Town and Country hotel, San Diego.

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

There's an old saying that in business nothing really gets done between Thanksgiving and New Year's. We were aware of that feeling when we decided to announce on November 21, 1977 our new series **"THE RIGHT TO KNOW"**, hosted and reported by **JOHN DEAN** for **BROADCAST WORKS, INC.**

We've since discovered that they were wrong. You can get a lot accomplished over the Holidays—if you've got the *right* product. Broadcasters throughout the country have told us that we do. Our original announcement of **"THE RIGHT TO KNOW"** has brought us not only a flood of inquiries, but a substantial and impressive early lineup of stations. We're privileged to print some of these call-letters elsewhere on this page.

Our program's start date is Monday, January 30, and we guarantee it will be innovative, provocative and controversial. Thanks to our heavy use of actualities and unique subject matter, each three minute daily broadcast will stimulate and involve our listeners.

Some of **JOHN DEAN's** opening episodes of **"THE RIGHT TO KNOW"** will include:

Teenage Alcoholics—Why they drink and why they're not getting help.

Why Idi Amin is called Africa's

Hitler—An exclusive interview with our former ambassador to Uganda.

The subway train that travels 10,000 miles per hour—It could be tomorrow's transcontinental transportation.

Antiwar activist Jerry Rubin's advice to Richard Nixon on how to cleanse his soul.

Why Americans never hear America's most expensive radio programming.

What it's like doing business with the Russians—getting Brezhnev on the dotted line.

Mort Sahl on political humor—who was America's wittiest President?

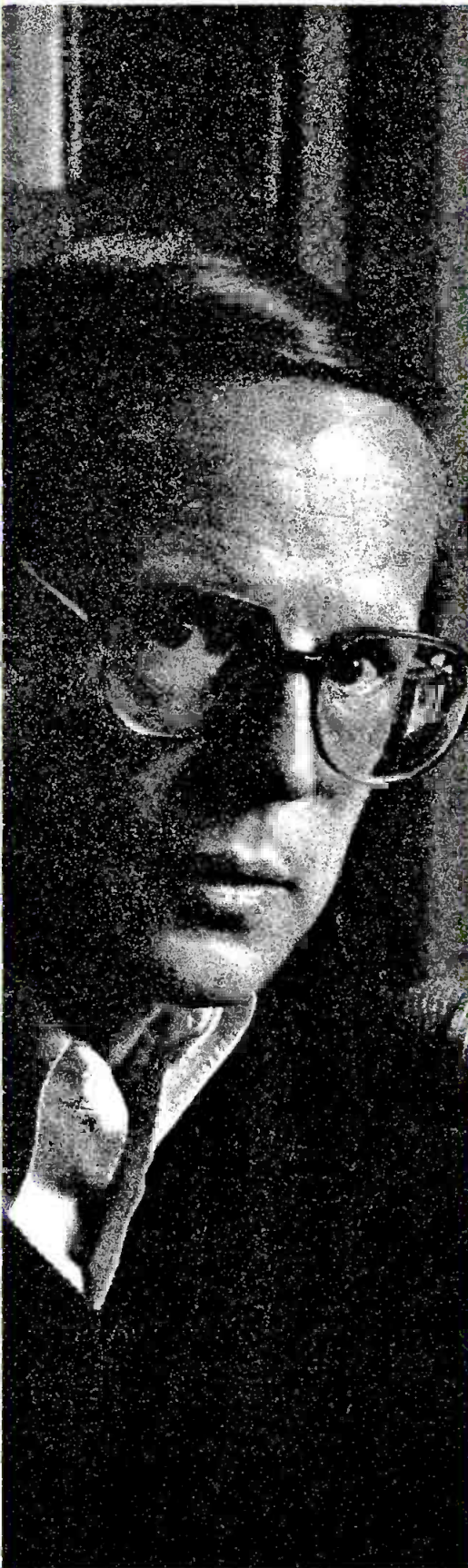
Jimmy Carter's position on marijuana.

And much, much more.

Many broadcasters who have had a peek preview of our first two weeks of programs have called them "superb". But, judge for yourself. If your market is still open, we'll be happy to send you a demo and our first two weeks of programs. After you've listened, we're certain you'll find a market exclusive, too.

"THE RIGHT TO KNOW"

John Dean



K100 Los Angeles

KIOI San Francisco

WWWW Detroit

KRLD Dallas

KTRH/KLOL Houston

WERE Cleveland

WYDD Pittsburgh

KQRS AM/FM Minneapolis

WTAN/WOKF
Tampa/St. Petersburg

WADV Buffalo

KUPD AM/FM Phoenix

WFBQ Indianapolis

KYXI Portland

KIKI Honolulu

WCMF Rochester

WBRE AM/FM
Wilkes-Barre/Scranton

KATT AM/FM
Oklahoma City

WRAL Raleigh

KIXI AM/FM Seattle

These stations are but a partial list as of January 6th (our copy deadline). Stations are joining the ranks daily. To find out if your market is still available call us at Broadcast Works, Inc.

**BROADCAST
WORKS,
INC.**

6430 Sunset Boulevard
Suite 502
Los Angeles, California 90028
(800) 421-4248 • (213) 469-5129

winter meeting and legislative luncheon. ACTA headquarters. Phoenix.

Feb. 8-10—*New Jersey Cable Television Association* annual meeting. Marriott, Saddlebrook, N.J.

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

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

Feb. 13—New deadline for comments to be filed on a proposal by the ethics committee of *District of Columbia Bar Association* to amend the association's rules to make it more difficult to pass through the so-called "revolving door" between government and regulated industries when changing employment. Previous deadline was Jan. 6.

Feb. 14—*Missouri Cable Television Association* annual meeting. Remanda Inn, Jefferson City, Mo.

■ **Feb. 14-15**—*Wisconsin Broadcasters Association* annual winter meeting and state legislative reception/dinner. Concourse hotel, Madison.

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

Feb. 15—Deadline for entries in 1978 Clarion Awards competition of *Women in Communications Inc.* One plaque and one honorable mention will be conferred in eight media categories that include radio series or documentary television series or documentary and advertising campaign. Purpose is to honor outstanding communication between Jan. 1 and Dec. 31, 1977, in the area of human rights, resources and the community. Entry forms: Women in Communications Inc., P. O. Box 9561, Austin, Tex. 78766.

■ **Feb. 15**—Deadline for entries for Broadcast Preceptor and Broadcast Media Awards of *San Francisco State University*. Winners will be honored during 28th annual Broadcast Industry Conference in San Francisco. April 16-21. Information: Janet Lee Miller, Broadcast Industry Conference, San Francisco State

University, San Francisco 94132; (415) 469-1347.

Feb. 15-17—*Texas Cable Television Association* annual convention. Marriott, Dallas.

Feb. 18—*Radio Advertising Bureau* sales clinic. Sheraton Boston. Boston.

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

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

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

Feb. 17-18—*Georgia Cable Television Association* meeting. Pine Isle Stouffer's resort hotel, Buford, Ga.

Feb. 17-18—Open call-for-membership meeting of the new *National UHF Broadcasters Association* (BROADCASTING, Nov. 21). Atlanta. Contact: Cy Bahaket, Bahaket Broadcasting, Box 2449, Charlotte, N.C. 28234, (704) 372-4434.

Feb. 19-20—*Idaho Cable Television Association* convention. Holiday Inn, Boise, Idaho.

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

Feb. 21-23—*Washington Cable Television Association* meeting. Tyee Motor Inn, Tumwater, Wash.

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

Feb. 22-24—*North Central Cable Television Association* convention. Pioneer Inn, Oshkosh, Wis.

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

Feb. 23-24—*Louisiana Cable Television Association* annual meeting. Best Western Chez Vous,

Shreveport, La.

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

Feb. 24—*NBC Radio Network* regional affiliate meeting. Sheraton National motor hotel, Arlington, Va.

■ **Feb. 24-25**—Industrial forum, "Managing the Entertainment Business by the *Graduate School of Management, UCLA*. Six panels will feature key executives in film, television, agency and recording businesses. UCLA, Los Angeles.

■ **Feb. 26-28**—*CBS Radio Affiliates Board* meeting. Cerromar, Dorado Beach, Puerto Rico.

Feb. 27-March 3—Annual Public Radio Conference, sponsored by the *Corporation for Public Broadcasting* and *National Public Radio*. St. Francis hotel, San Francisco.

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

March

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

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

March 1—Deadline for entries in competition for distinguished service in health reporting, sponsored by the *American Chiropractic Association*. Cash prizes and medallions of merit will be awarded in radio, television, newspaper and magazine categories. Entry forms: Journalism Awards, ACA, 2200 Grand Avenue, Des Moines 50312.

March 1—Deadline for entries in the 1977 Roy W. Howard Awards competition for public service last year by a commercial radio station and by a commercial television station. Bronze plaque and \$2,500 will be given the over-all broadcast winner with \$1,000 awards for the first runner-up in radio and the first runner-up in television. Contact: F. Ben Hevel, *The Scripps-Howard Foundation*, 500 Central Avenue, Cincinnati 45202.

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

March 4-6—*National Association of Television Program Executives* conference. Bonaventure hotel, Los Angeles.

■ **March 5-8**—*International Tape Association's* eighth annual seminar: "Audio/Video Update—1978." Tucson Marriott hotel, Tucson, Ariz.

■ **March 6**—*FCC's* new date for replies in VHF drop-in inquiry (Docket 20418). FCC, Washington.

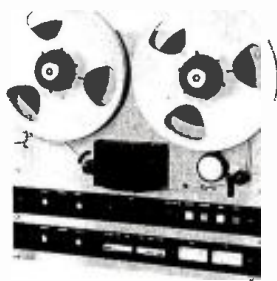
■ **March 8-9**—*California Community Television Association's* fourth annual congressional-FCC conference. Meetings are scheduled during the day on March 6, 7 and 8 with FCC officials, members of Congress and White House officials. There will be a pre-conference briefing March 5 by National Cable Television Association and CCTA staff members. Receptions and dinners on March 6 and 7 are scheduled to honor the FCC commissioners and staff and California and Arizona congressmen. Hyatt Regency, Washington.

■ **March 9**—*Radio and Television Correspondents Association* dinner. Washington Hilton, Washington.

■ **March 10**—Deadline for students to submit entries for annual *Radio Television News Directors Association* scholarships. Entries should go to chairmen or department heads at schools for forwarding to Radio Television News Directors Foundation. Information: Rob Downey, secretary of RTNDF, c/o WKAR(AM) East Lansing, Mich. 48824.

■ **March 10**—Spring luncheon meeting of New York

ITC's 750 Series open-reel recorder/reproducer



PROFESSIONAL IN ALL BUT PRICE

MONO
\$2015

STEREO
\$2320

A marvel of simplicity, yet built like a tank. ITC's 750 Series record/playback equipment compares in cost to semi-professional or consumer-type machines. But it's so quiet, so dependable and so flexible in operation that you can use it daily in live studio work and heavy production and editing operations. Many of its features are normally found in only the most expensive open-reel machines.

- Monitor control with automatic meter switching
- Play/Record Synchronization system
- Motion sensing and start memory
- Flip-top head cover
- Straight-line tape threading
- Manual tape lifter defeat
- And much more... all backed by a complete 2-year warranty on all parts and factory labor, plus ITC's famous 30-day money-back guarantee of satisfaction

How can you lose? For more details on the "professional" 750 Series recorder/reproducer, phone ITC collect at 309/828-1381.

ITC INTERNATIONAL TAPETRONICS CORPORATION
2425 SOUTH MAIN STREET • BLOOMINGTON, ILLINOIS 61701

Marketed exclusively in Canada by McCurdy Radio Industries Ltd., Toronto

© 1978 ITC

We've had such an overwhelming response to our unique public affairs series **BETWEEN THE GROOVES** that we're convinced that it is going to become one of the true giants of national radio when we begin distributing it Sunday, February 26.

Broadcasters are talking about **BETWEEN THE GROOVES** because it represents a solution to the dilemma of how contemporary radio stations can satisfy their public affairs commitments while still retaining their audiences.

At **BROADCAST WORKS, INC.** we've developed **BETWEEN THE GROOVES** with the idea that public affairs programming need not be dull or tedious. We think it should relate to the type of audience today's rock broadcasters are catering to—the 12 to 34 age group.

The result of our efforts is **BETWEEN THE GROOVES**, a weekly one-hour feature which highlights a well-known recording artist or group's thoughts on a socially oriented issue, along with their music.

Each **BETWEEN THE GROOVES** show comes complete with eight 90-second availabilities for sale by you to local sponsors. We also provide you with an outline of all the music used in the program and a list of participating individuals and community problems raised, for your ascertainment file.

Pictured in the adjacent column are just a few of the artists you'll hear on **BETWEEN THE GROOVES**—Harry Chapin, The Beach Boys, Natalie Cole, England Dan & John Ford Coley and Stevie Wonder. Elsewhere on this page we're privileged to list some of the radio stations that have already arranged to carry the show on an exclusive basis in their markets.

If you haven't listened to our demonstration album yet, we'd be happy to send you one on request. **BETWEEN THE GROOVES** is the show you need to reach elusive contemporary audiences while satisfying your station's public affairs commitments.

BETWEEN THE GROOVES



- K100 Los Angeles
- KMGC Dallas
- WXXK Pittsburgh
- WLUP Chicago
- KDWB AM/FM Minneapolis
- WLCY/AM Tampa/St. Petersburg
- KTLK Denver
- WZMF Milwaukee
- WSAI/AM Cincinnati
- KUPD AM/FM Phoenix
- WFBQ Indianapolis
- WQRK Norfolk
- WCMF/FM Rochester
- WOHO Toledo
- WKDF Nashville
- WEEX Allentown/Bethlehem/Easton
- KYNO Fresno
- KQ98 Omaha/Council Bluffs

These stations are but a partial list as of January 6th (our copy deadline). Stations are joining the ranks daily. To find out if your market is still available call us at Broadcast Works, Inc.



6430 Sunset Boulevard.
Suite 502
Los Angeles, California 90028
(800) 421-4248 • (213) 469-5129



Man's best friends.

For more than 20 years, WKZO-TV has been televising Kalamazoo County Humane Society programs. The result has been an increased community awareness of the so often overlooked problem of stray and mistreated animals.

Because of WKZO-TV's special sensitivity to the needs of Kalamazoo County's animal population, the Humane Society recently expressed their appreciation for the station's help. The Society honored WKZO-TV for "the many words and pictures over the years" which "played a vital role in furthering the Humane movement in Kalamazoo County."

Focusing attention on the problems of those unable to speak for themselves 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

NEW "PRICE" HIKES.

While everything else goes up in price, our "Price" goes up in performance:

22% rating increase over lead-in program in 22 markets!

22% share increase over lead-in program in 23 markets!

52% women (18-49) increase over lead-in program in 36 markets!

19% rating increase over year-ago program in 23 markets!

19% share increase over year-ago program in 29 markets!

35% women (18-49) increase over year-ago program in 26 markets!

Performance! It's the sign of a blue-chip from Goodson-Todman. Call us for investment opportunities in your market.



The Price Is Right

with new host Bob Barker



Market Radio Broadcasters Association. Guest speakers: Dick Orkin and Bert Berdis of Dick & Bert Creative Services, Chicago. Americana hotel, New York.

March 11—Joint meeting of *Radio Television News Directors Association region 13* and *Chesapeake AP Broadcasters* with workshops on broadcast writing, elocution and legal pitfalls. Annapolis Hilton hotel, Annapolis, Md. Contact: Ted Landphair, WMAL(AM) Washington.

March 13—Deadline for comments in FCC notice of inquiry and proposed rulemaking regarding standards to be established in processing applications for subscription television authorizations. FCC, Washington.

March 13-15—*Indiana Broadcasters Association* spring meeting. Hyatt Regency, Indianapolis.

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

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

■ **March 15**—Deadline for entries in *Radio Television News Directors* competitions, including Edward R. Murrow Awards for courage, enterprise and social awareness in reporting a significant community problem. There also are RTNDA awards for spot reporting, investigative reporting and editorial/commentary. Entry forms: RTNDA, 1735 DeSales Street, N.W., Washington 20036.

■ **March 15**—FCC's new deadline for comments in inquiry examining economic relationship between cable and broadcast television, including cable demand and penetration, audience diversion, audience-revenue relationship and service to public (Docket 21284). Replies are now due May 15. FCC, Washington.

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

March 21—Fifth symposium on microwave mobile communication as prelude to *Institute of Electrical*

and Electronics Engineers Vehicular Technology Conference. Denver.

■ **March 24**—FCC's new date for comments in inquiry into possible changes in commission's form 395—annual employment report (Docket 21474). Replies are now due April 21. FCC, Washington.

■ **March 29**—*NBC Radio Network* regional affiliate meeting. Sheraton Renton Inn, SeaTac Airport, Seattle.

■ **March 31**—*NBC Radio Network*. regional affiliate meeting. Opryland hotel, Nashville.

April 1

■ **April 5**—Luncheon to induct John Caples, BBDO, and Dr. George Gallup into *American Advertising Federation's* Advertising Hall of Fame. Waldorf-Astoria hotel, New York.

April 5—New England Advertising Research Day, sponsored by the *Advertising Research Foundation*. Sheraton Boston, Boston.

April 5-8—Annual convention of *The National Honorary Broadcasting Society, Alpha Epsilon Rho*. Alladin hotel, Las Vegas. Contact: Gary Lico, vice president for public information, SFM Media Service Corp., New York, (212) 682-0760.

April 7-9—*Broadcast Education Association* 24th annual convention. Convention Center, Las Vegas.

April 9—*Society of Broadcast Engineers* annual meeting. Las Vegas Hilton, Las Vegas.

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

April 12—Deadline for reply comments in FCC inquiry and proposed rulemaking regarding standards to be established in processing applications for subscription television authorizations. FCC Washington.

■ **April 13**—*NBC Radio Network* regional affiliate meeting. Sheraton Airport Inn, Phoenix.

April 13-14—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Dunes hotel and country club, Las Vegas.

April 14-15—*Radio Television News Directors* region one seminar. Seattle.

April 15—Regional workshop of *Radio Television News Directors Association* and *Department of Journalism, Duquesne University*. Duquesne University, Pittsburgh.

April 19-21—Spring convention of *Kentucky Broadcasters Association*. Senator Wendell Ford (D-Ky.) will be the principal speaker. Executive West Inn, Louisville, Ky.

April 21-27—*MIP-TV*, 14th annual international marketplace for producers and distributors of TV programming. Palais des Festivals, Cannes, France.

April 22—Regional workshop by *Radio Television News Directors Association* and *Pennsylvania Association Press Broadcasters*. Pocono Hershey, near Wilkes-Barre, Pa.

April 23-27—Seventh *American Institute of Aeronautics and Astronautics* communications satellite systems conference. San Diego. Information: David Brown, Hughes Aircraft, P.O. Box 92919, Los Angeles 90009; (213) 648-3786.

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 29-30—*New Mexico Broadcasters Association* annual convention. Four Seasons, Albuquerque. N.M.

April 30-May 2—*Chamber of Commerce of the United States* 86th annual meeting. Washington.

April 30-May 2—*Action for Children's Television* seventh annual symposium on children's TV. Washington.

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

May

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 9-10—Annual meeting of *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

May 11-13—*Louisiana Association of Broadcasters* spring convention. New Marriott East, Cleveland.

May 14-17—Annual meeting of *NBC-TV affiliates*. St. Francis hotel, San Francisco.

■ **May 16**—*NBC Radio Network* regional affiliate meeting. Sheraton Twin Towers, Orlando, Fla.

■ **May 17**—*NBC Radio Network* regional affiliate meeting. Sheraton Safari, Dallas/Fort Worth Airport.

May 17-18—*Ohio Association of Broadcasters* spring convention. New Marriott East, Cleveland.

May 19-20—*Public Radio in Mid America* spring meeting. KCUR Kansas City will be host station. Hilton Plaza Inn, Kansas City, Mo.

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 programing college. Hyatt Regency hotel, Chicago.

May 26-June 3—Eighth Prix Jeunesse International, an international television competition for children's and youth programs under the auspices of the *European Broadcast Union* and *UNESCO*. Building of Bayerischer Rundfunk, Munich, Germany.

June

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

June 4-6—*National Association of Broadcasters* third children's TV programing conference. Hyatt-Regency hotel, Washington.

■ **June 6**—*NBC Radio Network* regional affiliate meeting. Logan Airport Hilton hotel, Boston.

■ **June 7**—*NBC Radio Network* regional affiliate meeting. Sheraton O'Hare motor hotel, Chicago.

June 7-10—*Broadcasters Promotion Association* 23d annual seminar. Radisson St. Paul, St. Paul.

June 8-10—*Alabama Broadcasters Association* spring convention. Gulf Park Resort, Gulf Shores, Ala.

June 8-11—*Mississippi Broadcasters Association* annual convention. MBA board will meet June 8. Sheraton-Biloxi hotel, Biloxi, Miss.

June 12-14—*National Association of Broadcasters* meeting for presidents and executive directors of state broadcasters associations. Hyatt Regency hotel, Washington.

June 13—*Tennessee Association of Broadcasters* congressional breakfast. Washington.

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

■ **June 15-16**—*Oregon Association of Broadcasters* spring conference. Salishan Lodge, Gleneden Beach, Ore.

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

June 21-24—*Florida Association of Broadcasters* 43rd annual convention. The Colony Beach & Tennis Resort, Longboat Key, Sarasota, Fla.

June 22-23—*Broadcast Financial Management Association/BCA* quarterly board of directors meeting. Opryland hotel, Nashville.

June 23-24—*Radio Television News Directors Association* board meeting. Atlanta Hilton, Atlanta.

June 25-28—*Public Broadcasting Service's* annual membership meeting. Fairmont hotel, Dallas.

July

July 12-16—Combined *Colorado Broadcasters Association/Rocky Mountain Broadcasters Association* meeting. Manor Vail, Colo.

July 16-18—*California Broadcasters Association*

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July 18-19—National Association of Farm Broadcasters summer meeting. Fairmont hotel. San Francisco.

August

Aug. 10-11—Arkansas Broadcasters Association summer convention. Inn of the Ozarks Motel and Convention Center. Eureka Springs, Ark.

Aug. 21-23—National Association of Broadcasters radio programming conference. Hyatt Regency hotel, Chicago.

September

Sept. 10-12—Louisiana Association of Broadcasters fall convention. Royal Sonesta hotel, New Orleans.

Sept. 15-16—Annual meeting of Public Radio in Mid America. WHA(AM) Madison, Wis., will be host station, University of Wisconsin campus, Madison.

Sept. 16-18—Nebraska Broadcasters Association annual convention. Kearney, Neb.

Sept. 17-20—Broadcast Financial Management Association's 18th annual conference. Dunes hotel and country club, Las Vegas.

Open Mike[®]

Good winners

EDITOR: Your special report on Lester W. Lindow ["AMST: about to change the guard, but not about to drop it"] is applauded in this corner. As Vince Lombardi once remarked—"Winning isn't everything, it's the only thing." Les has consis-

tently been a winner with very little fanfare, but certainly with a touch of class.—*Jason L. Shrinky, Stambler & Shrinky, Washington.*

Wrong billing

EDITOR: In your Jan. 9 issue, you accurately reported Lee Loevinger's refusal to appear in a forthcoming Ford Foundation seminar program at Georgetown University, Washington, treating the role of the FCC in dealing with advertising to children. An unfortunate inaccuracy occurred in that article for which I am responsible.

The article indicated that Frank Lloyd would be one of the speakers at the seminar. My understanding was that Mr. Lloyd was expected to represent an FCC viewpoint in lieu of Chairman Charles Ferris who has stated that he will not be making public appearances during his first few months in office. This information was incorrect: Mr. Lloyd had not been contacted and it was undoubtedly embarrassing to him to read Mr. Loevinger's criticism of his supposed views in a context of which he had no advance knowledge. Again, the responsibility for the error is mine.—*Gerald J. Thain, professor of law, University of Wisconsin, Madison.*

Knows his ABC's

EDITOR: Among my responsibilities here is to instruct a class entitled "Fundamentals of Mass Communication." Though this course explores many media, the history and regulation of the broadcast media are, of course, a large portion of the content.

As a seven-year subscriber to BROADCASTING magazine, I turned to your BROADCASTING YEARBOOK to see whether any portion would be useful in the course. Sure enough, your "ABC's of Radio-TV" is the finest short-yet-detailed summary of the world's most important media I have found.—*Scott W. Tilden, director, Office of Public Relations, University of New Haven, West Haven, Conn.*

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Available Fall, 1979

Top of the Week

ABC's ace becomes NBC's hope

Programing whiz Silverman is tapped by Griffiths to replace Schlosser as president and chief executive officer of NBC

Fred Silverman, who helped lead ABC to the ratings heights, was named last week to rescue NBC from the depths. The president of ABC Entertainment was named president and chief executive officer of NBC, replacing Herbert S. Schlosser.

The move came as a surprise, although there had been repeated speculation that Mr. Schlosser was in jeopardy as NBC-TV floundered from second to third place in the prime-time ratings ("Closed Circuit," Jan. 2).

In a statement prepared for release late Friday afternoon (Jan. 20), Edgar H. Griffiths, president of NBC's parent RCA Corp.—who has made no bones about his determination that NBC become number one in both ratings and profits—said that he had been impressed not only with Mr. Silverman's programing skills but with his desire and apparent capacity to enlarge the scope of his responsibilities. "He will be in full charge of the company and he will have my full support," Mr. Griffiths said.

There had been talk that, with ABC-TV firmly established at the top of the prime time ratings and making progress in other dayparts, Mr. Silverman, at 40, might want to take on other challenges—at Paramount Pictures or with some other Hollywood production company—when his ABC contract expires at the end of May.

The moods at NBC and ABC began to shift noticeably by Friday afternoon, after the first surprise had worn off at each of those organizations. At NBC, a quiet optimism and even elation began to take hold, propelled by the opinion of senior executives that Mr. Griffiths had executed a "brilliant coup" in bringing in the one person whose selection could not be challenged on any count (save perhaps that of experience beyond the programing area, and NBC is not in conspicuously short supply in those quarters). As one put it, Mr. Silverman's selection "put everything on hold," referring to escalating criticism of NBC from Wall Street,



Silverman



Schlosser

affiliates and others.

On the other hand, a quiet bitterness was gathering at ABC, where Mr. Silverman reportedly had assured intimate associates that, while he might leave the company, it would not be for a job with the competition. He had made similar statements to the press, labeling speculation that he might go to NBC "ridiculous."

Mr. Silverman has seemed to dominate ABC programing so completely that speculation as to his successor got off to a slow start. Those said to be among "logical choices" are Stephen Gentry, vice president of programs, West Coast; Lewis Erlicht, vice president of programs, East Coast; Ed Vane, vice president and national program director, or Brandon Stoddard, vice president, dramatic programs and motion pictures for television, who re-

ports to Mr. Gentry in Los Angeles.

Mr. Schlosser was offered, and is considering, an executive vice presidency at RCA. In any event, NBC sources said, he will remain as NBC president and chief executive officer until Mr. Silverman arrives to take over those responsibilities.

When this would happen was not clear, except that it seemed likely to be at least a few weeks, and might be early June if ABC holds him strictly to his contract. Mr. Silverman has had the flu and also, according to sources close to the situation, wants to take three or four weeks' vacation before moving into the new job.

There were differing views as to whether he would be free, under his ABC contract, to go to NBC before it expired. One version was that it contained certain rights that he might be able to claim had been breached by ABC, enabling him to leave at will. Another was that the contract will permit ABC to keep him until it expires.

What seemed virtually certain was that ABC, whether it holds him or not, would not want him to remain active another day after he had come to terms with a principal competitor.

What changes might follow Mr. Silverman's arrival at NBC remain to be seen. RCA sources said that Julian Goodman would continue as chairman and David C. Adams as vice chairman, and that they did not anticipate any widespread upheaval in the NBC ranks.

The position of Paul Klein, NBC-TV's chief programer, seemed particularly doubtful to observers, however, since Mr. Klein has frequently expressed disdain for ABC-TV programing under Mr. Silverman. ABC programing, Mr. Klein has said, basically appeals to "kids and dummies." A contrary view held that Mr. Silverman would not want to risk losing him to the competition.

Irwin Segelstein, whom Mr. Klein succeeded late last year as programing chief, was said on the other hand to stand to gain from Mr. Silverman's arrival. Mr. Silverman and Mr. Segelstein, who became head of program planning when displaced by Mr. Klein, are said to be both neighbors and long-time good friends. The two were said to have been together at New York's "21" Club a couple of nights before the news of Mr. Silverman's new job broke.

The changes apparently caught NBC officials, as well as the broadcasting and advertising business generally, by surprise. Mr. Schlosser reportedly got the news from Mr. Griffiths on Thursday. He had planned to go out of town but canceled the trip, according to NBC sources, after being called to Mr. Griffiths's office.

NAB boards: laid back in Puerto Rico

Winter meeting has no conflict;
opposition to rewrite and code
language on sex reaffirmed; dues
for radio code integrated with
NAB fees; approval given for filing
amicus brief in WBAI case

It may have been the soothing influence of sun and sea, or it may be that the winds of the broadcasting industry are equally balmy, but things were remarkably inanimate at the National Association of Broadcasters winter board meeting in Puerto Rico last week.

Meeting Tuesday through Friday at the Cerromar Beach hotel, the boards—joint radio and TV—took four major actions with a minimum of fuss and always unanimously, according to participants in the closed meetings. (1) The joint board reaffirmed its stance in opposition to the House Communications Subcommittee rewrite of the Communications Act, particularly against the notion of industry trade-offs. (2) It reaffirmed its new TV code amendment urging restraint by NAB members, especially networks, and TV producers and writers, in the depiction of sex on television. (3) The radio board consolidated its radio code dues structure with its radio membership structure to boost sagging code membership. And (4), the joint board decided to jump into the case now before the Supreme Court on the side of WBAI(FM) New York, the Pacifica station cited by the FCC for indecent language on the air.

The board said that while not condoning the station's broadcast of comedian George Carlin's "Seven Dirty Words" routine, it felt compelled to file a friend-of-court brief on the station's behalf because "NAB strongly endorses the principle of editorial independence and full First Amendment freedom for the electronic media."

Although avoiding the fray until this late hour (the case originated in 1975) the board's vote was declared to be unanimous, although there was one abstention (by Pat Murphy, KCRC-AM-FM Enid, Okla.).

■ On the subject of the Communications Act rewrite, the joint board produced no clear NAB battle plan, but after what was reported to be an hour and a half discussion, several things were clear: NAB continues to hold that there's no need for an "attic to basement" revamp of the act. It will not provide a proposed draft, as has the United Church of Christ (BROADCASTING, Jan. 2), and it will not accept "trade-offs." Indeed, said NAB President Vincent Wasilewski, talk of trade-offs has been confused. He said House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has linked talk about future threats to broadcasting from new

technologies with suggestions that broadcasters should be willing to pay a "tax." Mr. Wasilewski said there is no connection between the two.

Much of the board's discussion revolved around the recent exchange of letters between Mr. Wasilewski and Mr. Van Deerlin, NAB's asserting that the broadcasting industry—represented by NAB—is willing to cooperate but not to trade, Mr. Van Deerlin's restating the need to trade. Several board members objected to Mr. Van Deerlin's verbiage, particularly to his remark that Mr. Wasilewski isn't paid to "uncouple the gravy train." Jack Younts of WEEB(AM) Southern Pines, N.C., said, "I frankly resent it. I don't like his gutter talk." Bill Sims of KOJO(AM)-KIOZ(FM) Laramie, Wyo., said "The small-market broadcaster isn't on any damn gravy train... we're lucky to make a profit of 8% before taxes."

There was another side of the coin in the board's discussion. William O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N.Y., said he was concerned that NAB is "stonewalling" the rewrite. He said he tried unsuccessfully a week prior to the board meeting to get Mr. Van Deerlin to meet in Puerto Rico, so that NAB might "treat" with the critic. But Mr. O'Shaughnessy concurred in the board's reportedly unanimous opinion that NAB is in the proper position.

NAB will not be totally passive, however, said Joint Board Chairman Donald Thurston, WMNB-AM-FM North Adams, Mass. If the association's lobbyists see the subcommittee moving toward something like a tax the association will begin mobilizing the membership. "We don't

want to be in that reactive posture," he said.

(The joint board was said to have been deeply impressed by the remarks of Eugene Cowan, ABC's Washington vice president, whose summary of the rewrite situation reportedly included a review of where the votes are on key House subcommittees. Mr. Van Deerlin's support is weak, Mr. Cowan said.)

■ The television board revisited the TV sex issue last week out of concern that the code amendment passed last September had not been taken seriously by the networks. TV code subscribers should consider the "family atmosphere" in which their programs are viewed, and should avoid "graphic portrayals of sexual acts by sight and sound," the new standard says. "Subscribers shall not broadcast any material which they determine to be obscene, profane or indecent." But the network's vice presidents for program practices, all members of the NAB TV code board, indicated to BROADCASTING in subsequent statements last fall that the code provisions would not change their actions much. Those remarks upset several TV board members. "They [the networks] can't take it lightly, for Christ's sake," said Bill Bengtson, KOAM-TV Pittsburgh, Kan.

In response, the network representatives on the TV board reportedly argued that NAB's message had gotten through loud and clear. The quotes in BROADCASTING were regrettable, said Peter Kenney, Washington vice president for NBC. That the networks have and will continue to cut back on violence and sex "is obvious," he said.

The board also decided to continue

DSA to JLR. J. Leonard Reinsch, chairman of Cox Broadcasting, prominent industry leader and a broadcaster for more than 50 years, will receive that industry's highest honor—the National Association of Broadcasters' Distinguished Service Award—during its annual convention in Las Vegas April 9-12 ("Closed Circuit," Jan. 16). His selection was made last Monday in Puerto Rico during the annual winter meeting of the NAB's joint boards (see story above). Mr. Reinsch retired from the Cox presidency in December 1973 and was named chairman last July.

Publicly traded on the New York Stock Exchange, Cox's holdings include five AM's, seven FM's, five TV's and the Christal Co. and TeleRep representation firms. It is also engaged in business publishing, motion picture production and is a major operator of cable television systems.

Mr. Reinsch served as communications adviser to Presidents Truman, Kennedy and Johnson, handled Mr. Kennedy's arrangements in the 1960 "Great Debates," was broadcast consultant to the Democratic National Committee during the sixties and executive director of that party's national conventions in 1960 and 1964. He was a member and for a time chairman of the U.S. Advisory Commission on Information during the Kennedy, Johnson and Nixon administrations.

The 69-year-old Atlanta broadcaster entered radio as an announcer with WLS(AM) Chicago while attending Northwestern University in 1924. He joined the Cox organization in 1934 when former Ohio Governor James M. Cox and James M. Cox Jr. asked him to put WHIO(AM) Dayton on the air. When WSB(AM) Atlanta was acquired by the Cox interests in 1939, Mr. Reinsch went there and remained to manage the expansion and development of all Cox-owned stations as executive director. He became president of Cox Broadcasting in 1964. He was chairman and chief executive of Cox Cable Communications until its merger into Cox Broadcasting last July (BROADCASTING, Aug. 1, 1977).

Mr. Reinsch's numerous local and national awards include the 1973 Gold Medal of the International Radio and Television Society.



public town meetings similar to those staged last year by NAB and the TV code board in Boston and San Diego, and urged that the TV code board and TV Code Authority continue dialogues with the network presidents, Hollywood writers and producers, and public interest groups that have been active in the area of TV programming.

Also on the subject of the TV code, TV Code Board Chairman Robert Rich of KBJR-TV Duluth, Minn., said last week that there is to be a major re-examination of the NAB code operation, prompted by the recent heavy activity in the area of sex and violence—the Los Angeles district court's family viewing decision and the heightened pitch of criticism from citizen groups. The examination will focus on the structure of the Code Authority and its relation with the public, following the TV code board meeting scheduled in March. It will culminate in a set of option papers to be presented to the TV board at its next meeting in June, Mr. Rich said.

■ The radio board's decision to consolidate NAB radio membership and radio code dues was a controversial one, because it will increase dues for the majority of NAB radio members without bringing in more money to the association.

Under the board's resolution, stations will not be forced to subscribe to the code, but they will be paying the same amount in dues, regardless. To offset the \$240,000 budgeted for separate radio dues under the old system, the association will raise the normal association dues. Talk in Puerto Rico centered on a 12% increase, but, in any case, it will not be higher than 15%, the board resolved. NAB Radio Board Chairman Len Hensel of WSM-AM-FM Nashville said the radio board expects that with the increase the association will break even.

Mr. Hensel and Carl Venters of

WPTF(AM)-WQDR(FM) Raleigh, N.C., said they expect the move will cause some current NAB radio members to drop out, but they could not project how many. On the other hand, they said it could almost double subscribership to the radio code. That only 39% of NAB radio members now subscribe has long been an embarrassment to the association. Messrs. Hensel and Venters argued that the move will also bring cost efficiencies in the long run through simplified administration of radio money.

In other actions:

□ The joint board appropriated \$10,000 for the World Press Freedom Committee, a group that seeks to counter communist threats to the free press in Third World countries. Arch Madsen, Bonneville International, a member of the committee, also asked the NAB to host the 1979 convention of the Inter-American Broadcasters Association at an estimated cost to NAB of \$50,000.

□ The radio board rejected, for a second time, a request that NAB petition the FCC so that spots in network radio news not be counted as commercial minutes under FCC time standards. The radio board also put off the suggestion that NAB accept advertising in its monthly *Radio-active* magazine.

□ The joint board was told that NAB membership in all categories reached new highs last year. Total AM membership increased by 163 to 2,548. FM increased 228 to 1,905. Total radio is now 4,453. TV members increased by 24 to 551. Associate members increased by 104 to 482. In acknowledgment of that record, NAB promoted Wayne Cornils, NAB director of membership, to vice president for membership.

□ The joint board approved annual convention sites from 1985 through 1987 (sites for 1978 through 1984 were already certain; see "Datebook," page 18): Las

Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; and Atlanta, April 5-8, 1987.

□ It also picked future January board meeting sites: Wailea Beach hotel, Maui, Hawaii, Jan. 14-21, 1979; Canyon hotel, Palm Springs, Calif., Jan. 20-25, 1980; Arizona Biltmore hotel, Phoenix, Jan. 17-23, 1981.

Crossownership future lies in Supreme Court

Broadcasters-publishers take some comfort in questions justices ask during arguments

For a little more than an hour and a half last week, the U.S. Supreme Court heard four lawyers argue different sides of the newspaper—broadcast crossownership case. And when the arguments were finished, lawyers for publishers and broadcasters involved seemed to leave the court with a bouncier step than when they entered.

One reason was that Justice Thurgood Marshall, for one, appeared to have been taken with the argument that an FCC rule prohibiting newspapers from owning a broadcast station in the market where they publish violates the First Amendment, or at least exceeds the commission's statutory authority. Another was that several other justices indicated by their questions a readiness to support the commission's decision to permit existing crossownerships to remain intact.

At issue is a decision of the U.S. Court of Appeals in Washington. It affirmed the commission rule, adopted to promote diversity of ownership, banning the creation of new crossownerships of newspapers and broadcast properties in the same community. But it overturned the commission order grandfathering most existing crossownerships. ("Nothing can be more important than insuring that there is a free flow of information from as many divergent sources possible," the court said.) The court directed the commission to initiate a new rulemaking aimed at breaking up existing co-located crossownerships, except where compelling public interest considerations for waiver can be shown.

Erwin N. Griswold, the former solicitor general who was representing publishers and broadcasting interests, including the American Newspaper Publishers Association and the National Association of Broadcasters, contended that a "blanket rule" regarding newspaper ownership—and one that does not take other factors into consideration—raises a "serious constitutional question." (Publishers and broadcasters argue that conditioning broadcast ownership on a surrender of a right to publish a local newspaper violates the First Amendment.) If the government can prevent newspapers from owning a station where they publish, Mr. Griswold

The brass's green at NAB. NAB's joint board approved without change a fiscal 1978-79 budget of \$5.5 million (BROADCASTING, Jan. 16). It also approved staff salary increases as follows (former salary in parentheses): President Vincent T. Wasiliewski, \$105,000 (\$100,000); Executive Vice President and General Manager John Summers, \$75,000 (\$70,000) ("Closed Circuit," Jan. 2). □ *Government relations department.* Donald Zeifang, senior vice president, \$66,360 (\$63,200); Roy Elson, vice president, \$51,450 (\$49,000); William Carlisle, vice president, \$45,000 (\$42,500); David Markey, lobbyist, \$45,000 (\$42,000); George Gray, special representative, \$35,000 (\$32,500); Terence Mahony, lobbyist, \$30,000 (\$25,000); Belva Brissett, lobbyist, \$27,500 (\$24,500). □ *Legal department.* Erwin Krasnow, senior vice president and general counsel, \$57,500 (\$49,200); Brenda Fox, assistant general counsel, \$33,500 (\$30,000); James Popham, \$32,500 (\$29,000); Richard Wycoff, attorney, \$29,820 (\$28,400). □ *Station services department.* James Hulbert, senior vice president, \$62,370 (\$59,400); Jane Cohen, vice president, television, \$40,500 (\$38,500); Charles Jones, vice president, radio affairs, \$43,700 (\$41,200); Wayne Cornils, vice president, membership, \$33,000 (\$30,000); Ron Irion, director of broadcast management, \$25,600 (\$24,100); Darryl Dillingham, director, community affairs office, \$25,500 (\$24,000). □ *Public affairs.* Shaun Sheehan, vice president, \$35,000; Candace Greene, director, media relations, \$24,000 (\$22,500). □ *Engineering department.* George Bartlett, vice president, \$42,000 (\$37,800); Christopher Payne, \$28,400 (\$26,800). □ *Research department.* John Dimling, vice president and director of research, \$45,000 (\$41,700); Roley Altizer, assistant to the vice president, \$26,200 (\$24,600). □ *Code Authority.* Jerome Lansner, vice president and general manager, \$43,695 (\$40,895); Richard Burch, assistant general manager, \$35,000 (\$26,284); Lorne Williamson, manager, New York office, \$33,469 (\$31,169). □ *Planning and development.* Harold Niven, vice president, \$39,000 (\$35,300). □ *Administrative.* Michael Harwood, secretary-treasurer, \$34,000 (\$32,000); Donald Pearce, \$30,200 (\$28,400); Larue (Bud) Courson, vice president for administrative services \$27,400 (\$25,700); Sheila Boland, assistant to the secretary-treasurer, \$24,650 (\$24,000).

said, the next step could be barring newspapers from such ownership "everywhere." And as for the argument that a rule designed to promote diversity serves the goal of the First Amendment, he said, "The First Amendment is a shield, not a sword to promote diversity."

Furthermore, Mr. Griswold said, even if the constitutional issue is not reached, the commission cannot be assumed to have the authority to adopt such a rule; Congress, he said, has not delegated to the commission the authority to regulate newspapers.

And in response to questions from Justice Byron White, Mr. Griswold laid out the traditional argument for regulating broadcasting, which does not apply to newspapers: "The limitation of the spectrum" they use—a limitation to which newspapers are not subject. The spectrum-scarcity rationale has been accepted by the Supreme Court in a number of cases, including the one in which the commission's fairness doctrine was affirmed (BROADCASTING, June 16, 1969). As solicitor general in 1969, Mr. Griswold argued before the court in behalf of the doctrine.

Echoes of these arguments were heard in Justice Marshall's questions during the presentation of the FCC's associate deputy general counsel, Daniel Armstrong. "Do you mean that someone could own General Motors, Atlantic steamship lines, Amtrak, four bars and grills and operate a broadcast station but a newspaper can't?" That, he said, does not sound "neutral" to him.

He also expressed doubt that the commission has authority over newspapers. But Mr. Armstrong said it does—when newspapers seek broadcast licenses.

Mr. Armstrong also argued that although the prospective rule constitutes a reasonable exercise of commission authority designed to promote diversity of ownership of the media, the decision to grandfather most existing crossownerships—the FCC ordered the breakup of 16 involving "egregious" cases of monopoly—was "rational" also. The commission, he said, relied on a "bias against retroactive rulemaking," and added that the grandfathering was consistent with what the commission has done in the past.

Several justices appeared to pick up on this argument in questioning the lawyer for the Justice Department, Deputy Solicitor General Lawrence Wallace, who said that the grandfather provision is "irrational" and that the matter should be remanded to the commission for further consideration. (The Department of Justice, however, agrees with the broadcasters, publishers and the commission in holding that the appeals court exceeded its authority in directing the commission to hold a rulemaking and in specifying the result to be reached—an issue that did not account for any questions from the bench.)

"We don't believe the grandfather provision the commission has adopted is rationally justified by the considerations it chose to rely on," Mr. Wallace said. He



Griswold



Armstrong



Firestone



Wallace

also said that in barring the creation of new crossownerships, the commission is creating a "disparity in treatment" in a "constitutionally protected area."

(This point appeared to interest Chief Justice Warren E. Burger. Several times he asked lawyers to relate the commission's policy to the situation in Washington, where Joseph Albritton was required to choose between the *Washington Star* and the broadcast properties he had acquired in purchasing the Washington Star Communications Inc. [he kept the newspaper] while the Washington Post Co. was permitted to keep the newspaper and its television station, WTOP-TV. The *Post* and *Detroit News* have announced plans to swap their stations.)

But in response to Mr. Wallace's argument that the commission failed to give weight to certain considerations, Justice William H. Rehnquist said, "The commission is entitled to give weight, and it is entitled not to give weight." And when Mr. Wallace attempted to point out what he considered the irrationality of the commission's localism argument in favor of grandfathering by stating that one-quarter of all crossowned stations are not locally owned, Justice John Paul Stevens asked, "Is it rational as to the three-quarters that are?"

In any event, Mr. Wallace noted, the commission "has approved transfers over the years resulting in a diminution of local ownership."

Justice Rehnquist also raised the issue of agency "expertise" in questioning both Mr. Wallace ("isn't the commission presumed to have expertise for applying that [localism] ground?") and Charles Firestone, counsel for the National Citizens Committee for Broadcasting,

which had appealed the commission's rule.

Mr. Firestone also said the commission's action was "irrational," asserting that if the commission cites "the free flow of information" as the "greatest factor" in the decision to adopt the prospective rule, "it can't grandfather." But when he said the commission was "arbitrary and capricious" by failing to support from the record the reasons it gave for grandfathering, Justice Rehnquist indicated it would be sufficient for the agency to rely on its expertise rather than on the record.

But, said Mr. Firestone, when the commission gives reasons, it must not be arbitrary.

One unexpected development was what seemed the critical questioning by Justice Rehnquist of the right of the Department of Justice, which normally represents the commission before the Supreme Court, to challenge a commission rule. Mr. Armstrong, who took the question, said that since the commission permitted Justice to participate in the rulemaking proceeding, it didn't oppose Justice's participation in the court case.

Justice's opposition to commission actions—in rulemakings and license-renewal proceedings—is a matter of concern within the FCC, but commission officials say there is a reluctance to make an issue of such feelings.

Justice Marshall made clear he had no concern about Justice's participation: "You'll recognize its right to intervene in this court at any time." Justice Rehnquist, however, said while the commission may need the solicitor general to represent it in some cases, "it's another matter" to say the solicitor general can appear in court on any side he chooses.

Ferris likes the work and the company

But he's setting slower pace than he's led people to expect in initial stages of tenure

Three months into his job as chairman of the FCC, Charles D. Ferris last week seemed as buoyant and cheerful about it as on the day he was sworn in, in the East Room of The White House, by Vice President Walter Mondale. Never mind that things are not going as smoothly as he might have expected, or at least hoped. Asked how he felt about the job, he said, "Great. I love it."

"Intellectually, it's very exciting," he said. His colleagues on the commission he finds "extraordinarily exciting and compatible . . . One couldn't ask for a better group of people." And "the quality of the personnel in the bureaus is remarkable."

And those extraordinary folks have cooperated to give him some good days as chairman. Two months ago, a majority of the commission sided with him in the controversial decision to refuse to approve

construction of a seventh trans-Atlantic cable. It was the most significant action taken by the commission in the last three months. And two weeks ago, the staff made him look good when it presented a plan to break the impasse over the fee-refund issue (BROADCASTING, Jan. 16). Mr. Ferris, at his Senate confirmation hearing, had promised to make resolution of the fee issue one of his first orders of business.

But there have been some rough patches, too, and one involves making good on another of those confirmation-hearing commitments. He had said he would have recommendations for personnel to staff the stalled network inquiry within 30 days of his being sworn in. Later, he amended that to 30 "working days," but that deadline has since passed, too. The task of finding even a single person—a staff director—has proved exceedingly difficult. If a candidate had the necessary qualifications, it seemed, he was unable to break free of present commitments to tackle the job.

But last week, the chairman was hopeful that the search is nearing an end. Some details remain to be "tidied up," he said, but he thought he would be able to make an announcement "by the end of the month." And when it is made, he said, the announcement will include more than one name. He is talking of "key people"—at



Ferris

one point, he said "a couple." But beyond that, he would not elaborate.

That matter aside, Chairman Ferris is not moving with great speed to put his stamp on the commission. Since selecting a general counsel, Robert Bruce, and some members of his personal staff—Frank Lloyd and Frank Washington—he has made no other major personnel changes, though not, apparently, for lack of ideas about such matters.

He is reported to be planning to replace Charles Higginbotham, chief of the Safety and Special Radio Services Bureau, with Carlos Roberts, now head of the Office of Plans and Policy, and to bring in someone of his own choice to run an expanded OPP. (An expanded OPP is another goal he set for himself in the confirmation hearing.)

In Brief

RCA earnings in fourth quarter of 1977 reached **\$65.5 million**, breaking fourth-quarter record set nine years earlier and bringing total to \$247 million for year, RCA's most successful since its founding in 1919. President Edgar H. Griffiths said that among contributors to record were seven divisions with record earnings of their own, including **NBC**, which on 15% sales increase "produced its third successive year of new highs, with **pretax profit up 27%** despite heavy costs of unusually intense competition." RCA's total 1977 sales reached record \$5.92 billion, up 10%, while \$247-million earnings represented 39% gain (25% excluding \$20-million special charge in connection with RCA's Oriel Foods Group). Earnings per share were \$3.23 as compared with 1976's \$2.30. Previous record, \$2.39, was set in 1973.

Long-standing **litigation challenging union-shop code** of American Federation of Television and Radio Artists **ended last week** when conservative broadcast commentators William F. Buckley Jr. and M. Stanton Evans and AFTRA signed stipulation in Southern District Court in New York. Agreement means TV-radio performers and newsmen must pay union dues and initiation fees but need not join union. National Right to Work Legal Defense Fund, which joined commentators in their litigation dating back to 1971, claimed "victory" in that AFTRA has agreed to non-union membership clause. AFTRA insisted it has always held that affected employees need not join union but must pay dues and fees.

CBS President **John Backe** has written Speaker of House **Thomas P. O'Neill Jr.** (D-Mass.), that CBS is opposed to having House employees operate microphones and cameras during projected coverage of its activities. Mr. Backe wrote that Mr. O'Neill has been quoted as saying "some of high-ranking people of largest networks" favor system under which House employees would man broadcast equipment. Mr. Backe said, to his knowledge, "responsible officials" at other networks share his viewpoint. He added CBS's position is and has been that broadcast coverage of House floor should be in hands of professional journalism organizations and said use of government employees would raise question of credibility.

FCC Administrative Law Judge Thomas B. Fitzpatrick denied license renewal to Bartell Broadcasting's **WMJX(FM) Miami** (formerly wmvj) in initial decision released last Wednesday. Judge found that station had broadcast "false, misleading and deceptive matter" with regard to two station-conducted contests. Station's newscasts also perpetrated "distortion and falsification" of material in connection with contests, judge ruled. Decision becomes effective in 50 days unless appealed.

Former FCC Chairman **Newton N. Minow** has been recommended as next chairman of board of **Public Broadcasting Service**, PBS search committee announced Thursday. Pending final action by full board at Feb. 3 meeting in New Orleans, Mr. Minow will replace outgoing Chairman Ralph B. Rogers in June. Now attorney with Chicago law firm of Sidley & Austin, Mr. Minow was under consideration for position on board of Corporation for Public Broadcasting last year but declined to disclose his financial holdings (BROADCASTING, Aug. 8, 1977). Mr. Minow is presently member of PBS board. Mr. Rogers will remain as board member representing KERA-TV Dallas.



President Carter's budget for fiscal year 1979, being submitted to Congress today (Jan. 23), is expected to include request of **\$67,035,000** for FCC ("Closed Circuit," Dec. 19, 1977). This would provide agency with \$3,068,000 more than in current fiscal year, and permit addition of 58 new positions, 20 of them in Common Carrier Bureau. New National Telecommunications and Information Administration is in budget for **\$12 million** (BROADCASTING, Jan. 16).

Jim Gabbert, president of National Radio Broadcasters Association and member of Representative Lionel Van Deerlin's (D-Calif.) Communications Act rewrite advisory committee, is attempting to restore contact between committee and congressman. He has called meetings of radio and television members of advisory committee for Feb. 22, in Rayburn Office Building on Capitol Hill and says Representative Van Deerlin and members and staff of his Communications Subcommittee will participate. Mr. Gabbert expressed regret at letter committee sent to congressman in December, stating refusal to list rewrite pro-

The replacement of Raymond Spence as chief engineer is also said to be likely.

Chairman Ferris does not confirm or deny those reports. But he has said enough about such matters to indicate that he feels the individuals involved should be given the opportunity to make their own departure plans. Mr. Higginbotham, for instance, is expected to retire in April.

However, one personnel change is being made this week. Howard Kitzmiller, head of the general counsel's legislation division, whose impending departure from that post was reported weeks ago, starts work today (Monday) as a special counsel to Broadcast Bureau Chief Wallace Johnson. He is expected to provide a commission resource for legislative initiatives, at least in broadcasting matters, and his first assignment will be to provide a focus on those matters in the Communications Act rewrite, now proceeding in the House Communications Subcommittee.

The question of who will replace Mr. Kitzmiller in the general counsel's office was left unanswered by the chairman last week. But he has someone in mind; he said an announcement could be made this week.

Personnel is not the only area in which he is proceeding at what might be called a measured pace. He has not yet started issuing the three-month work calendars

that focus the commission's energy and give it direction. His office indicated the first would be published early in January, but on Jan. 13 he informed the commissioners that there would be no hard schedule for the first quarter other than two-day regular agenda meetings every other week. He said the staff was still presenting items that might be appropriate for special meetings in February and March, and attached what he called a "partial list" of them, though without dates on which they would be considered. (Most of these dealings with broadcast and cable television matters were reported last week [BROADCASTING, Jan. 16].)

The chairman's failure to commit himself to a three-month schedule grows out of a reluctance to issue a calendar that might be based "on wishes, rather than on hard judgments." He wants to determine the commission's ability to meet shorter-range goals before adopting a three-month calendar. For the present, he said, "We're just getting a good data base."

The lack of passion for haste may be taken as a sign Chairman Ferris intends to be around for a long time. On the other hand, those who have watched the commission over the years say that things left undone have a way of piling up faster than the snow was accumulating on Washington streets last Friday.

Robinson quietly named to head WARC delegation

Former FCC member and U. of Va. law professor picked by Vance; ambassadorial title to come later; U.S. positions for conference aren't set in stone, but most of work has been done by FCC and OTP

Most of the time, former FCC Commissioner Glen O. Robinson serves as professor of law at the University of Virginia, in Charlottesville. But part of the time—it's been a couple of days every other week—he spends in an office in the State Department, working at his new job as chairman of the U.S. delegation to the 1979 World Administrative Radio Conference.

The appointment, by Secretary of State Cyrus Vance, which had been long expected (BROADCASTING, Dec. 12, 1977), was announced earlier this month, but with so little fanfare that even White House officials who played a role in the selection process were not aware the action had been taken.

As time for the 1979 WARC draws near—it will begin on Sept. 24, 1979, and

posals. Mr. Gabbert last week said "**stonewalling**" is not good for broadcasting industry. He noted other interests are providing suggestions, and said broadcasters should, too.

□
CBS Sports has again been accused of airing **misleading tennis promotion**, this time for *Grand Slam of Tennis* tournament to have aired last weekend (Jan. 21-22). Network reportedly told Super Bowl viewers that tennis champion Guillermo Vilas would participate, when in fact he had cancelled for health reasons two days before Super Bowl. Also, International Tennis Federation is said to have complained to network and to House Subcommittee on Communications that "Grand Slam" moniker "cheapens" traditional concept of term—winning in one year of French, British, American and Australian championships.

□
Last week communications world noted its past and future with marking of **75th anniversary of exchange of wireless messages** between President Theodore Roosevelt and Edward VII of England and inauguration of satellite "hotline" between Washington and Moscow. President Carter noted that on Jan. 18, 1903, President Roosevelt sent message to British monarch from Cape Cod and received radio reply. President Carter called radio invention that makes possible "global communications system that allows instant contact, not only between heads of state, but peoples of all nations. New Washington-Moscow "hotline" hook up, engineered by ITT World Communications Inc., connects world capitals with two independent and parallel circuits using completely separate satellite systems for transmission. Systems use U.S.'s Intelsat IV and Soviet Union's Molniya III satellites.

□
National Association of Broadcasters and National Cable Television Association squared off last week as FCC **considered waiving its distant signal carriage rules** for cable systems in **VHF service-less New Jersey**. "Grant of petition [by New Jersey Office of Cable Television]," said NAB, "would constitute unwarranted and indeed outrageous departure" from FCC's regulations. FCC grant "would be issuing open invitation to many more such requests," NAB argued. But NCTA said proposal "represents significant step toward obtaining concrete empirical data to demonstrate that importation of distant signals by cable television systems will have no appreciable impact upon ability of broadcast television licensees to serve public."

Report that **Bill Moyers** would leave CBS News for **public broadcasting berth** was current again Friday (Jan. 20) in New York—this time joined by speculation that **Harry Reasoner** would leave ABC News for **return to CBS**. CBS News President Richard S. Salant would say only that "nothing on either side is by any means final; Bill Moyers is under contract to CBS and Harry Reasoner is under contract to ABC."

□
Betting also was that outgoing NBC President **Herbert S. Schlosser** would not accept offer of RCA executive vice presidency, instead might turn sights westward to Hollywood, where he scored spectacular career success before eastward and upward elevation at NBC—perhaps to major production company post of sort passed over by Fred Silverman when he decided to take Schlosser job at NBC (story page 28).

□
William S. Hedges, 82, retired NBC vice president, **died Jan. 19** in Scarsdale, N.Y., nursing home of complications following surgery month ago. Mr. Hedges was radio editor of *Chicago Daily News* and simultaneously manager of paper's WMAO(AM) Chicago from 1922 to 1931 and remained with station after it was bought by NBC. He went on to numerous executive assignments with network. He was among founders of National Association of Broadcasters and was its president in 1928-29. Survivors include wife, Meg; two daughters,



Mrs. Helen Kidder of Vail, Colo., and Mrs. Margaret Wicker of Greenwich, Conn., nine grandchildren and one grandchild. Funeral will be Tuesday (Jan. 24) at 2 p.m., St. James the Less Church, Scarsdale, N.Y.

□
TV actor **Carl Betz**, 57, best known for roles in *Judd for the Defense* and *The Donna Reed Show*, **died Wednesday** (Jan. 18), of cancer, in Los Angeles.

□
Raymond J. Steiner, 50, recently appointed **president of Sony Corp. of America**, **died** of heart attack in Tokyo Jan. 19. Death came same day company announced new general manager of Sony Broadcast: W. Arnold Taylor, formerly national sales manager for Ampex Corp. He replaces David MacDonald, who will stay with Sony through National Association of Broadcasters convention in April.



Robinson

run for 10 weeks—Mr. Robinson presumably will attract more attention. For the upcoming WARC is being described by those involved in its preparations as one of the most important WARC's in years. And in leading the U.S. delegation, Mr. Robinson will carry the title of ambassador. However, that appointment, by the President, will not be made until next year.

WARC '79 will be the first general radio conference since 1959 and will be concerned with the over-all table of allocations. It will have, the State Department said in announcing the Robinson appointment, "the potential of conditioning the development of communication-electronic equipments and the operation of national and international telecommunications systems into year 2000."

The issues are seemingly without end. But one that broadcast industry interests will watch involves the future of UHF—whether provisions should be made for sharing it with other services. Another involves the question of whether the present AM band should be extended.

The questions involving satellite communications will pose tough problems for the U.S. The question of whether prior consent of nations should be required before broadcasting to them directly by satellite is expected to be an issue—and the U.S. is almost alone among the nations of the world in opposing such a requirement.

The conference is also likely to deal with the question of whether communications satellite orbital slots should "prefixed"—assigned to nations in advance in accordance with a specific plan—or made on a flexible or "evolutionary" basis. The U.S. favors the latter, fearing that a prefixed system would inhibit the development of satellite technology. Many nations, particularly those of the Third World, want the guaranteed orbital slots that a prefixed

plan would afford them.

For the most part, the U.S. position that will be presented at the 1979 WARC is being developed by the FCC and the Office of Telecommunications Policy. The commission is building its proposals through a series of notices of inquiry. Among other things, for instance, it has come out against any change in the use of the UHF portion of the spectrum (BROADCASTING, July 4, 1977).

As for Mr. Robinson's role in these matters, it will be relatively limited, at least initially. For the immediate future, he says, he expects to steep himself in the preparatory work already done, and in the issues. He will also be participating in the selection of a group of 10 to 20 persons who will provide the core of the delegation that may include as many as 100 members.

He and the core group, whose members will be picked for specific skills in various disciplines, will help shape the U.S. position.

To some extent, the amount of influence Mr. Robinson has will be limited by the considerable amount of work already done, which in part is based on discussions that U.S. teams have had with representatives of a number of foreign governments. However, Mr. Robinson expects to play a role in working out compromises between the FCC and OTP on various issues, as well as in defining the various options the U.S. will present.

And over the longer term, as the date for the WARC approaches, he and the core group will develop the negotiating strategy that will be followed. That will involve determining not only what the U.S. wants to see achieved but what proposals it can trade off to get them.

The full delegation, which is not expected to be named until shortly before the start of the conference, will be drawn from the private as well as the government sector. A State Department spokesman said members will be chosen on the basis of expertise in various areas; that will probably mean that persons from affected industries will be chosen. The spokesman also said the department is making a special effort to include minorities and women on the delegation. "We're sensitive to this," he said.

For Mr. Robinson, who is 41, the appointment adds further luster to his reputation as an expert in communications matters, which he began developing as a law professor at the University of Minnesota, where he began teaching in 1967. He became known in the communications community through his articles on communications law and appearances before congressional committees, and in 1974, the Nixon White House, largely through the efforts of former FCC Chairman Dean Burch, then a White House aide, and Clay T. Whitehead, then director of OTP, named him to a vacancy on the FCC. He served until the term expired in 1976, when he returned to teaching at the University of Virginia.

One of his first activities after his ap-

pointment as chairman of the U.S. delegation to WARC, was to visit the FCC. He paid a courtesy call on Chairman Charles D. Ferris, and later discussed WARC matters with Commissioners Robert E. Lee and Abbott Washburn, both of whom have demonstrated interests in international telecommunications matters.

Wires, NAB lose fight against new AT&T rates

FCC won't grant more time to Telpak end links; they'll be replaced by new MPL service and higher costs; commission starts up inquiry looking to lower charges for wire users

Major newswire services and trade associations last week lost their battle before the FCC for a further extension of an AT&T transmission service the commission found illegal two and a half years ago. As a result, beginning today the wire services will pay rates they say will increase costs more than \$8 million each year.

However, in the face of the knowledge that much of the increase will be passed on to broadcast stations and newspapers, not all of them financially robust, the commission directed the staff to restart an inquiry begun in 1975 to assess the need for preferential telephone line rates for the press (BROADCASTING, Nov. 10, 1975).

The commission voted 7 to 0 to deny petitions for a five-month suspension of the service AT&T has proposed as a substitute for the one found illegal—so-called Telpak end links, which are single circuit extensions of the multiple-channel services used mainly by newswire and other multipoint private line users.

The commission in September 1975 found the service like another AT&T private line service, but priced at a lower and, therefore, illegally discriminatory rate. AP, UPI, and other newswires, along with the National Association of Broadcasters fought the action before the commission and in court. But last week's action marked the end of the fight.

They had argued in their petitions that the Multi-Schedule Private Line service AT&T has offered as a substitute is identical to the service they had been receiving but would result in costs between 33% and 93% higher. They have challenged the lawfulness of the new tariff, and said that a five-month suspension would be an appropriate means of delaying the effects of the MPL rate structure.

Although the commissioners were not moved by those arguments, they did express concern about the effect of the rate increase on newswire services' customers, and asked the staff to move rapidly on reactivating the preferential press rates inquiry.

The staff expects to have the necessary order before the FCC within a month.

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Eight-year-old WPIX(TV) case is aired at FCC

Oral arguments were held last week; challenger Forum Communications digs up old news-distortion charges in attempting to unseat Tribune Co.

Old stories of filmed television reports that had arrived by plane carrying "via satellite" supers and of audio reports from Vienna being identified as originating from Prague at the time of the Soviet invasion chased each other across the landscape of the FCC's memory last week as the seven commissioners heard lawyers debate the right of the Tribune Co. (WPIX Inc.) to continue operating WPIX(TV) New York, as it has for the past 30 years.

The Tribune Co. is being challenged for that right by Forum Communications, which filed its competing application in 1969. Forum consists of present and former broadcast executives, performers and ethnic leaders. And although there are other issues in the case, allegations of news distortion by the station in the fall of 1968 and of inadequate supervision of the station's newsroom continue to dominate.

The news-distortion issue in most cases does not involve the factual basis of the reports as much as their presentation. Besides incorrect "via satellite" supers and originations of reports being credited to cities where the action was rather than where the reporter was broadcasting, the station also presented film of a tank photographed in Fort Belvoir, Va., as being made in Vietnam's Central Highlands, and gratuitously added to a story about a driver being stopped by Maine police for driving too slowly a sentence suggesting he had been jailed.

Michael Finkelstein, counsel for Forum, said such actions constituted efforts to "deceive station viewers" and were "an attempt to hypo news ratings. It was simply a matter of greed." The principal action the station took when a reporter brought the matter to the attention of Fred Thrower, then president and general manager, was to fire the reporter, he said. WPIX Inc., he added, should be held to be unqualified to be a licensee.

The Broadcast Bureau's David Silberman agreed. "WPIX repeatedly falsified, misrepresented and distorted the news to improve its ratings," he said. Management, he said, ignored complaints from the staff for several months until it finally conducted "an ineffectual investigation that is entitled to little weight," and attempted "a cover-up." He warned the commissioners that other licensees are watching the WPIX case "to see what they can get away with."

The bureau is recommending a grant of Forum's application.

Both attorneys, however, were laboring

under the disadvantage of having to argue against the conclusions reached by an administrative law judge in the case. Judge James Tierney had dismissed the news-distortion allegations as of little consequence. He said they were "few" in number and the responsibility of a particular news producer, Ted Kamp, and that there was no evidence of deliberate distortion by the licensee. He recommended renewal of the WPIX license, and held Forum to be disqualified; he said it suffered "fatal defects" in terms of financial qualification and ascertainment of local tastes, needs and interests (BROADCASTING, Dec. 16, 1974).

And Robert Beizer, counsel for WPIX, urged the commission to accept the ALJ's decision. He said "only a handful of incidents" of alleged distortion "during a short time period"—from August through November 1968—are involved. "And look at the other service the station provided, and what community leaders thought of the service. They evaluated it as good."

Mr. Beizer also contended that the news reports at issue were accurate, if not the labeling. But that cut two ways. He had argued that claims of distortion were exaggerated in light of the fact that WPIX was not being accused of the kind of distortion that had been proved against CBS programs involving a staged pot party or a "starving" baby that turned out to have been born prematurely. In neither case was a license lost.

However, Messrs. Finkelstein and Silberman said the First Amendment offered no protection to broadcasters in such matters. "This has nothing to do with news judgment," Mr. Finkelstein said. Mr. Silberman made the same point, and added, "It was a distortion of the source of news."

Mr. Beizer said "a sensitive area" was involved and that "the law was not fully settled" on the question. But he also did not think the question had to be reached. The incidents, he said, did not warrant punishment. Chairman Charles D. Ferris said, "These are promotional acts." Acting against them wouldn't involve "stepping on the First Amendment as closely as action taken against content," he said. "It doesn't even skirt the First Amendment."

Commissioner Joseph Fogarty agreed: "I don't think it's a First Amendment question." And Commissioner Tyrone Brown said such actions might be considered "deceptive trade practices."

However, determining that the practices are not protected by the First Amendment (and overruling Judge Tierney on that point; he said they were) would not necessarily mean that WPIX would lose its renewal. The commission could decide simply to give WPIX a comparative demerit rather than disqualify it as a licensee. And even assuming the commission overrules Judge Tierney to the extent of finding Forum qualified, it could still rule in favor of WPIX on a comparative basis. Judge Tierney said WPIX's 1966-69 record earned a "well done with a plus."

And at least three commissioners ap-

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peared to favor renewal. Commissioner James Quello, for instance, said the commission should consider "what was done by an overzealous newsman, but have the punishment fit the crime. We're engaging in overkill." He said the commission should weigh against "a few incidents" the fact that top management was not involved in them and that the station's overall record is good.

Commissioner Abbott Washburn asked whether it wouldn't be "dicey for the commission to reach down into the news operations of licensees and make judgments as to the means of presentation." He noted there was a difference of opinion between the ALJ and the Broadcast Bureau as to whether the "ultimate sanction" should be imposed on WPIX.

Commissioner Robert E. Lee on several occasions harked back to cases in which the networks stood accused of distortion—CBS's *Hunger in America* and *Selling of the Pentagon*—or of committing fraud on the public through the quiz shows of the late 1950's—but were never punished.

One element in the case that did not appear to stir much interest among the commissioners involved the departure from Forum of Lawrence Grossman, the former New York advertising man who had been the organizer, president and major stockholder of the applicant. He resigned from Forum in February 1976 to become president of the Public Broadcasting Service. Mr. Beizer made a point of noting Mr. Grossman's departure from Forum, and the sale of his stock to Oppenheimer & Co. It is now the largest stockholder in Forum, with 36%, but has no broadcast experience, Mr. Beizer said.

Political contributions: who got how much from whom

Common Cause report details campaign giving by industry groups; members of Commerce Committees, Communications Subcommittees get broadcasting, cable donations

Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, received a total of \$1,600 from the political action committees of the National Association of Broadcasters and the National Cable Television Association for his 1976 re-election campaign, according to a report issued last week by Common Cause.

Both groups, according to the 1,742-page report, contributed funds to the campaign coffers of most of the members of the full Commerce Committee as well as those of most of the members of Mr. Van Deerlin's subcommittee.

In all, NAB contributed \$51,400 to political campaigns. NCTA's total was not re-

ported by Common Cause because it did not contribute more than \$30,000 in 1976.

The breakdown of contributions to Mr. Van Deerlin: \$1,500 from the NAB-affiliated Television and Radio Political Action Committee (TARPAC) and \$100 from the National Cable Television Association Political Action Committee (NCTAPAC). Those were not the only groups with communications interests to contribute to the chairman's campaign, however. Groups affiliated with the United States Independent Telephone Association, General Electric Co., General Telephone & Electronics and the Recording Industry Association of America contributed another \$1,400. Mr. Van Deerlin received a total of \$20,500 from special-interest contributors for his campaign.

Nor was Mr. Van Deerlin alone in benefiting from trade associations and companies concerned with the activities of his subcommittee. Louis Frey (R-Fla.), the ranking minority party member of the Communications Subcommittee, received \$500 from TARPAC and \$600 from NCTAPAC. Mr. Frey also received \$200 each from USITA and General Electric.

There were also some senators who received substantial contributions from NAB. Former Senator Vance Hartke (D-Ind.) received a \$2,000 NAB contribution toward his unsuccessful re-election bid, and Senator J. Glenn Beall, another incumbent who failed to be re-elected, received \$2,300 from NAB. Former Senator James L. Buckley (R-N.Y.) received a \$1,500 gift, and Frank E. Moss (D-Utah) received \$1,700 for his unsuccessful try for re-election.

NAB contributed \$20,875 to 23 Senate candidates, 11 of whom lost. In fact, NAB contributed higher sums to losing candidates than to winners. The association's average contribution to losing Senate Democrats was \$1,180 while only \$797 went to winners. On the Republican side, \$1,100 went to the average loser and \$400 to the average winner. John Melcher, the freshman Democrat from Montana, received a \$1,000 contribution from NAB and took a seat on the full Senate Commerce Committee. Howard Cannon (D-Nev.), a member of the Communications Subcommittee, received a \$900 NAB gift, and Robert A. Durkin (D-N.H.) received \$200 (as did his opponent, Louis Wyman).

Both NAB and NCTA made substantial contributions to members of the House Commerce Committee, NCTA contributions are given first, NAB's second. Those congressmen who also sit on the Communications Subcommittee are indicated with an asterisk (*):

Democrats—John E. Moss (Calif.) \$200, \$500; John D. Dingell (Mich.) \$100, \$300; Fred B. Rooney (Pa.) \$100, \$300; *John M. Murphy (N.Y.) \$100, \$500; Bob Eckhardt (Tex.) \$200, \$200; Richardson Preyer (N.C.) \$200 from NAB; *Charles J. Carney (Ohio) \$300, \$700; Ralph H. Metcalf (Ill.) \$100, \$300; James H. Scheuer (N.Y.) \$200, \$150; *Henry A. Waxman \$100, \$400 and a

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\$200 contribution the California Cable Television Association; Robert Krueger (Tex.) \$100 from NCTA; *Timothy E. Wirth (Colo.) \$555, \$475 and \$200 from CCTA; Philip R. Sharp (Ind.) \$100, \$200; James J. Florio (N.J.) \$300, \$200; Jim Santini (Nev.) \$200, \$800; Andrew Maguire (N.J.) \$100, \$200; and *Marty Russo (Ill.) \$500, \$500.

Republicans—*Samuel L. Devine (Ohio) \$300, \$500; James T. Broyhill (N.C.) \$400, \$700; Clarence J. Brown (Ohio) \$300, \$500; Joe Skubitz (Kan.) \$100, \$400; James M. Collins (Tex.) \$300 from NAB; Norman F. Lent (N.Y.) \$200, \$200; Edward R. Madigan (Ill.) \$200 from NAB; Matthew J. Rinaldo (N.J.) \$100 from NAB; and *W. Henson Moore (La.) \$200 from NAB.

Jammed agenda faces INTV in San Diego

Van Deerlin to address banquet Sunday night; four-day program to touch all phases of independent operations including sales, promotion and a report on the Washington scene

The vistas and vexations of the nonaffiliated TV station business will again be explored at the fifth annual convention of the Association of Independent Television Stations (INTV) Jan. 29-Feb. 1.

A record attendance of more than 400 is expected at Vacation Village in San Diego to hear and participate in discussions on a wide range of subjects applicable to independent TV stations. Topics will include news, research, the regulatory scene, transmission of program and commercial material, sales, outlook for programing and the views of advertisers and agencies.

The convention will open Sunday afternoon (Jan. 29) with a sales advisory meeting at 1-3 p.m.; a new independent TV station workshop at 2-4 p.m. (for outlets with construction permits); a reception at 6-7:30 p.m. with XETV(TV) Tijuana-San Diego as host on the occasion of its 25th anniversary, and dinner at 7:30 p.m. The guest speaker at the dinner will be Representative Lionel Van Deerlin (D-Calif.), chairman of the House Subcommittee on Communications.

Pete Wilson, the mayor of San Diego, will welcome the delegates to the city on Monday morning (Jan. 30). Brief reports on INTV will be given by Leavitt J. Pope, chairman of the association and president of WPIX Inc., New York; Herman W. Land, president of INTV, and Nicki Goldstein, vice president-operations, of that organization.

The remainder of Monday morning will be devoted to a report on the Washington scene by J. Laurent Scharf, counsel, Pierson, Ball & Dowd, Washington (10-10:30

p.m.), and a panel discussion on news on independents (10:45 a.m.-noon). The moderator will be Joseph T. Loughlin, vice president and general manager of wvTV(TV) Milwaukee, and the panel will consist of Robert S. Fransen, vice president and general manager, WTCN-TV Minneapolis-St. Paul; Jack F. Matranga, president and general manager, KTXL(TV) Sacramento, Calif.; Mr. Pope and Harold E. Protter, vice president and general manager, KPLR-TV St. Louis.

The luncheon speaker on Monday will be FCC Commissioner Abbott Washburn.

The afternoon session from 2:30-3:45 p.m. will focus on alternatives to the use of AT&T lines. The moderator is Eugene McCurdy, president and general manager of WPHL-TV Philadelphia, and panelists are Ken F. Leddick, senior marketing engineer, Scientific-Atlanta Inc., Atlanta; John A. Tagliaferro, vice president, communications services, Paramount Television Distribution, New York, and Robert J. Wormington, president and general manager, KBMA-TV Kansas City, Mo.

The INTV board of directors will meet at 4:15 p.m.

The entire morning session on Tuesday, Jan. 31, will consider the subject of selling the independents. It will be moderated by Martin H. Ozer, vice president and director of sales for Metromedia Television, New York.

At 8:45-9:05 a.m. James W. Packer, president of Mission-Argyle Productions, Los Angeles, will speak on "The Independent's Secret Weapon." A panel discussion will follow at 9:05-9:50 a.m. on local sales successes. Participants will be Richard Goldman, general sales manager, KTVU(TV) Oakland, Calif.; Robert R. Hartman, general sales manager, WUAB(TV) Cleveland; Sam H. Horel, general sales manager, KMPH(TV) Tulare, Calif., and Kevin P. O'Brien, vice president and general sales manager, WTCN-TV.

The views of advertisers, national representatives and agencies will be presented during a segment at 10:05-11:15 a.m. Panelists are David S. Allen, senior vice president, The Katz Agency Inc., New York; James R. Barker, executive vice president, Erwin Wasey Inc., Los Angeles, and Isabel Ziegler, senior vice president, Ted Bates & Co., New York. Commentators during this session will be Gerald B. Baldwin, vice president and director of local broadcast, Young & Rubicam, New York, and Sue Baron, media manager, Olympia Brewing Co., Olympia, Wash.

INTV will hold a closed business meeting from 11:20 a.m. to 12:15 p.m. It will be followed by luncheon, at which the guest speaker will be E. B. Brogan, national advertising and public relations manager for Toyota Motor Sales U.S.A. Inc., Torrance, Calif.

The entire afternoon of Jan. 31 will be given over to research. Serving as moderator will be Albert M. Holtz, vice president and general manager, WPGH-TV Pittsburgh. Participants will be Roy H. Anderson, executive vice president, media research services group, A.C. Nielsen Co., New York;

David R. Mackintosh, vice president-client services. W. R. Simmons Associates, New York; Theodore F. Shaker, president, Arbitron Co., New York, and Pro Sherman, executive vice president, Broadcast Advertisers Reports Inc., New York.

An early-bird sales workshop has been scheduled on Feb. 1 at 7:15-8 a.m. Discussing co-op advertising opportunities will be William L. McGee, president of Broadcast Marketing Co., San Francisco. Alvin M. Eicoff, president of A. Eicoff & Co., Chicago, will speak on new dimensions in direct marketing.

The in's and out's of TV station promotion, advertising and marketing will be explored by a panel consisting of Mary M. Barrow, publicist, KTLA(TV) Los Angeles; Ivan Ladizinsky, promotion manager, KTVU(TV) Oakland, Calif.; Bill White, vice president and general manager, KBHK-TV San Francisco, and Michael P. Davis, president, New York Film and Videotape Communications, Narberth, Pa. Moderating this panel, set for 9-10:15 a.m., will be William C. McReynolds, vice president and general manager, KPHO-TV Phoenix.

The final session of the convention (10:30 a.m.-12:30 p.m.) will be an assessment of programming for the independents. Evan C. Thompson, president of the television division of Chris-Craft Industries Inc. and general manager of KCOP(TV) Los Angeles, will be the moderator. Speakers are Art Frankel, senior vice president, administration/production, Paramount Television, Los Angeles; Louis N. Friedland; president MCA TV, New York; Leonard V. Koch, executive vice president, Syndicast Services Inc., New York; William A. Schwartz, vice president and general manager, KTVU(TV), and John A. Serrao, vice president and director of operations and programming, Peetry Television, New York.

Lincoln finalists

Southern Baptist radio-TV organization trims list to nine for its two highest honors

The list of nominees for the two top Abe Lincoln broadcasting awards has been narrowed to nine. The Southern Baptist Radio and Television Commission, which has been sponsoring the awards program since 1970, said that the two winners would be announced at the SBRTC's annual ceremonies at the Tarrant County Convention Center in Fort Worth.

The other seven will receive Abe Lincoln Merit Awards for their contributions to the quality of life in America, both as private citizens and as professional broadcasters—the same criteria used in the commission's other selections.

Master of ceremonies for the Feb. 9 program and dinner will be Andrew M. Ockershausen, executive vice president of WMAL Inc., Washington, who received an Abe Lincoln Merit Award in 1977.

The nine 1978 Abe Lincoln Awards nominees include Danny K. Albus, pro-

TV beckons Gabbert. James J. Gabbert, president of the National Radio Broadcasters Association, intends to enter television, which he calls an "exciting medium." He plans to file an application with the FCC for channel 20 in Honolulu. Mr. Gabbert owns KIK(A)M and has a construction permit for KHU(FM) there, and also owns KIOH(A)M and KIOH(FM), both San Francisco.

gram director, WMBG(A)M Williamsburg, Va.; Brian Bastian, anchorman-producer, KFVB(A)M Los Angeles; Rena J. Blumberg, community relations director, WDOK(FM) Cleveland; Bill Cusack, vice president and general manager, WBZ-AM-FM Boston; Ed Hinshaw, editorial director, WTMJ Inc., Milwaukee; John McKay, vice president and general manager, KMOX-TV St. Louis; Paul Raymond, vice president and general manager, WAGA-TV Atlanta; Richard M. Schafbuch, vice president and general manager, KOA-AM-TV-KOAQ(FM) Denver, and Charles Thornton Jr., general manager, WTRI(A)M Brunswick, Md.

The SBRTC also confirmed the selection of G. Richard Shafto, retired president of Cosmos Broadcasting Corp., Columbia, S.C., to receive the Vincent T. Wasilewski Founders Award ("Closed Circuit," Dec. 19, 1977).

In making the formal announcement Paul M. Stevens, president of the commission, noted that the Wasilewski award is given "when a broadcaster distinguishes himself in raising the image of the industry in the eyes of the public." Administrators of the award, created by Dr. Stevens, are FCC Commissioner Robert E. Lee, Willard Walbridge, senior vice president, Capital Cities Communications Inc., and Mr. Wasilewski, president of the National Association of Broadcasters.

Earlier, the SBRTC had announced other honors that will be conferred (BROADCASTING, Jan. 9): They include:

The Distinguished Communications Medal that will be presented to Dr. Billy Graham, the keynote speaker at the awards ceremony.

Certificates of excellence to be given to Norman Bagwell, KTVY(TV) Oklahoma City; Walter E. Bartlett, Multimedia Broadcasting and its WLWT(TV) Cincinnati; Eugene Bohi, WGHP-TV High Point, N.C.; Don Chaney, KTBB(A)M Tyler, Tex.; Jeff Davidson, WXIA-TV Atlanta; Rick Devlin, WOR(A)M New York; Leta Powell Drake, KOLN-TV/KGIN-TV Lincoln, Neb.; Harry M. Durning, WBZ-TV Boston; Billy Evans, WQXE(FM) Elizabethtown, Ky.; A. B. Hartman, KDKA(A)M Pittsburgh; Fred Heckman, WIBC(A)M-WNAP(FM) Indianapolis; Al Hobbs, WTLC(FM) Indianapolis; Father Don Kimball, KFRC(A)M San Francisco; Norman Knight, Knight Quality Stations, Boston; James L. Loper, Community Television of Southern California, Los Angeles; Joseph B. Riley, WNNH(A)M Rochester, N.H.; John Salisbury, KXL-AM-FM Portland, Ore.; Fred von Stade, WTVN-TV Columbus, Ohio; Gene Strul, WCKT(TV) Miami; Paul K. Taff, Connecti-

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Changing Hands

Announced

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

■ **WIRC(AM)-WXRC(FM)** Hickory, N.C.: Sold by Foothills Broadcasting Inc. to Broadcast Ltd. for \$825,000. Seller is principally owned by estate of Edmond H. Smith (co-executors are Mr. Smith's widow, Margaret, and A.J. Burgess) and Joseph A. Moretz. None has other broadcast interests. Buyer is owned by Thomas A. Swatzel Jr. (40%) and William A. McDonald III and Jerry W. Oakley (30% each). Messrs. Swatzel and McDonald are Hickory businessmen with no other broadcast interests. Mr. Oakley is owner of **WFBS(AM)** Spring Lake, N.C. **WIRC** is 1 kw daytimer on 630 khz. **WXRC** is on 95.7 mhz with 27 kw and antenna 350 feet above average terrain.

■ **WJIC(AM)** Salem, **WNNN(FM)** Canton, both New Jersey: Sold by Jersey Information Center Inc. to PJF Broadcasting Inc. for \$460,000, plus \$75,000 consultancy

and covenant not to compete. Seller is principally owned by Vernon H. Baker, owner of **WESR-AM-FM** Tasley and **WEOO(AM)** Smithfield, both Virginia, and **WGIC(AM)-WBZI(FM)** Xenia, Ohio. Buyer is principally owned by John H. Prince, general manager of stations, and minority interests are held by local professionals and businessmen. Neither Mr. Prince nor any of other buyers has other broadcast interests. **WJIC** is 250 w daytimer on 1510 khz. **WNNN** is on 101.7 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Larson/Walker & Co.

■ **WSIM(FM)** Red Bank, Tenn. (Chattanooga): Sold by Roy Davis to **WSIM Inc.** for \$450,000. Mr. Davis has no other broadcast interests. Buyer is owned by William E. Bennis Jr. and members of his immediate family, who also own **WFLI(AM)** Lookout Mountain, Tenn., Chattanooga area station. **WSIM** is on 94.3 mhz with 3 kw and antenna 22 feet above average terrain.

■ **KXEO(AM)-KWWR-FM** Mexico, Mo.: Sold by Adrian Broadcasting Corp. to **KXEO Radio Inc.** for \$418,449. Seller is principally owned by W. Earl Dougherty and his wife, Sarah, who have no other broadcast interests. Buyer is principally owned by Galen O. Gilbert, who is also majority owner of **KSWM(AM)** Aurora and **KBTN(AM)** Neosho, both Missouri; **KTLQ(AM)** Tahlequah, Okla.; and **KPET(AM)-KCOT(FM)** Lamesa and **KZEE(AM)** Weatherford, both Texas. **KXEO**

is on 1340 khz with 1 kw day and 250 w night. **KWWR-FM** is on 95.7 mhz with 55 kw and antenna 300 feet above average terrain.

■ **KEXS(AM)** Excelsior Springs, Mo.: **Jeffco Television Corp.**, licensee, sold by William Kassman, Larry Falkner and others to Mr. and Mrs. Willie Williams for \$295,000. Mr. Kassman, who owns approximately 75% of licensee, is in insurance business in Columbia, Mo. Mr. Falkner (5%) is general manager of station and will remain so, without ownership interest, under new owners. Remaining shares are held by 26 others. None of sellers has other broadcast interests. Buyer, Mr. Williams, is real estate broker and developer in Raytown, Mo. Neither he nor his wife has other broadcast interests. **KEXS** is 250 w daytimer on 1090 khz. Broker: Ralph E. Meador.

■ **WETO(AM)** DeLand, Fla.: Sold by West Volusia Broadcasters Inc. to James S. Beattie for \$270,000. Seller is principally owned by Keith Walker, who has no other broadcast interests. Buyer, Mr. Beattie, owns **WEXY(AM)** Oakland Park, Fla. (Fort Lauderdale), and has minor interest in **WSSA(AM)** Morrow, Ga. **WETO** is on 1490 khz with 1 kw day and 250 w night.

■ Other station sales announced last week included: **WSUZ(AM)** Palatka, Fla., and **WMEK(AM)** Case City, Va. (see page 64).

Approved

■ Station sales approved last week included: **KRLW(AM)-KCAC(FM)** Walnut Ridge, Ark.; **KLEI(AM)** Kaitua, Hawaii; **KWNS-AM-FM** Pratt, Kan.; **KOYN(AM)** Billings, Mont., and **KMFM(FM)** San Antonio, Tex. (see page 65).

Two in New Mexico have renewal problems

Stations in Roswell and Farmington, both New Mexico, have had their license renewal applications designated for hearing by the FCC.

The commission set for hearing the application for renewal of Gordon L. Gay for **KKAT(AM)** Roswell (dark for more than three years) and the application for assignment of the station from Mr. Gay, the trustee in bankruptcy, to Rosendo Casarez Jr. The FCC also included the competing application of Andromeda Broadcasting System for the 1430 khz facility.

The commission said the hearing was necessary to determine several matters, including whether there had been an unauthorized transfer of control to Mr. Casarez, whether Andromeda misrepresented facts to the commission and is financially qualified to construct and run the station.

The other action involves the applications of E. Boyd Whitney for **KRZE(AM)-KRAZ(FM)** Farmington. Among the charges the FCC was investigating included whether the licensee or management misrepresented facts to the commis-



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sion concerning the sale of the air time to music promoters and whether the licensee threatened not to play the records of artists whose agents booked them with promoters other than the licensee.

Outsiders may have second thoughts on offer of help to FCC

Commission's refusal of more time for cable-broadcast economic probe may spell finish to study funded by broadcast groups

Charles River Associates, a Boston research firm, is prepared to start on a \$500,000 econometric study for the FCC's cable-broadcast economic inquiry. Comments in the proceeding are due March 15. However, the commission has refused to grant additional time for this undertaking which it says "could take well in excess of a year if there are no complications."

The proposed study was to be funded by Capital Cities, Taft Broadcasting and McGraw-Hill, but a lawyer representing one of those firms indicated that even they may decide to give up on the project in light of the commission's refusal to grant an adequate extension of time.

The commission appeared interested in the proposed study, which it said would be "unquestionably a worthwhile undertaking." But, the commission said, no "useful purpose would be served by granting a formal extension of time well into 1979."

"No one study will resolve finally the issues raised in the inquiry," the commission said. "If the Charles River Associates study is in fact undertaken we would welcome its findings in whole or in part, during the inquiry or in connection with pertinent rulemakings, if any."

Son vs. father in fight over WBBY

Local judge ousts 'Wild Bill' Bates from station, but acknowledges the FCC has to get into the act

A family squabble over control of WBBY(FM) Westerville, Ohio, has resulted in a decision by a state judge that, in effect, transferred control of the station. Or did it? The judge, aware of the FCC's role in such matters, included a paragraph in his order saying that it might be modified after the case is considered by the commission. And he directed the parties to bring the case to the agency's attention.

The central figure in the dispute is a man who likes to call himself "Wild Bill"—William R. Bates. He is majority stockholder in the licensee firm, Mid-Ohio Communications Inc., and until last month was president and director as well as chief engineer.

He is still a director. But Mr. Bates's son, Kenneth, who is a director and general manager of the station, and the corporation's third director, David Mylander, voted him out of his post as president.

Nevertheless, Judge Henry E. Shaw Jr. of Delaware county accepted the injunction suit filed by Mid-Ohio, and granted a preliminary injunction that, pending a hearing on the merits of the case, bars the elder Bates from having any contact with the station, even from entering its premises.

The concern of the younger Mr. Bates and Mr. Mylander, they said, was the senior Bates's allegedly erratic and irresponsible behavior. "Wild Bill," for instance, often drove his personal van to shopping centers and danced on top of it in what he called a "Wild Bill disco routine." This, the corporation said, led some advertising accounts to withdraw their business from the station. (In a separate action, the corporation is seeking \$50,000 in damages as a result of business allegedly lost because of such actions.)

Judge Shaw credited that behavior as one reason for granting the preliminary injunction.

The order was issued on Jan. 5. But before that point was reached, Mr. Bates and his attorney had been in touch with FCC Broadcast Bureau personnel. And Martin Levy, deputy chief of the bureau, advised one of the attorneys involved that, since the elder Bates is the majority

stockholder, a successful conclusion of the suit "could involve an unauthorized transfer of control." Accordingly, late in December, Judge Shaw called the chief of the transfer branch, Roy Stewart, who advised him of the commission's responsibility in transfers of control of licensee corporations.

That conversation apparently was reflected in a paragraph in the order which hedges it. It directs the parties "to take appropriate steps to bring the entire case before the FCC, at which time and if necessary to so . . . this court will modify the instant decree if the requirements of the law so require."

Media briefs

Audience participation. Corporation for Public Broadcasting announced plans to create 24-member Task Force on Public Participation in Public Broadcasting with major objective "to recommend areas of appropriate public participation at both national and local levels." Task force will include 12 members representing public radio and television and 12 from public at large. Names of those to be asked to sit on board were not disclosed. First meeting will be held in Washington Feb. 16-17.

Star and Tribune expands. Minneapolis Star and Tribune Co. has reached agree-

- *Negotiations*
- *Appraisals*
- *Radio*
- *T. V.*
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ment in principle to acquire majority control of Sun Newspapers Inc., commercial printing firm and publisher of 17 community newspapers in Minneapolis-St. Paul area. Star and Tribune also owns KTVH(TV) Hutchinson, Kan., and WDRB-TV Louisville, Ky. No financial details were disclosed.

Falcons shot down. U.S. Supreme Court let stand lower court ruling that contracts professional sports teams sign with broadcasters are not depreciating assets. Ruling, issued originally by federal trial court in Atlanta and affirmed by Fifth Circuit Court of Appeals, involved E. Cody and Joanne H. Baird, minority owners of Atlanta Falcons. Case history goes back to 1966, when Falcons organization joined

National Football League. Bairds subsequently contended they were overtaxed for 1967 and 1968 because they had not been allowed to depreciate Falcon's share over the life of \$4.2 million CBS-NFL contract.

More shares, more money. Multimedia Inc., Greenville, S.C.-based group broadcaster and newspaper publisher, has announced three-for-two stock split and 15% increase in cash dividend. Split will be distributed Feb. 15 to stockholders of record Feb. 1, increasing number of common shares outstanding to approximately 6.6 million. Quarterly dividend of 11.5 cents will be payable on split shares Feb. 15; company previously paid 15 cents quarterly on presplit shares, equivalent of 10 cents after adjustment for split.

Buying its own. Board of directors of Schering-Plough Corp., group station owner and pharmaceuticals manufacturer, Kenilworth, N.J., has authorized purchase of up to two million shares of corporation's common stock to be used for future requirements of its employe benefit plans. Up to 800,000 shares are to be purchased this year. There are approximately 54 million shares outstanding.

Looking for blacks. Arbitron Television will institute special interviewing and weighting procedures to account for black viewers in two additional markets during February sweep period—Beaumont-Port Arthur, Tex., and Little Rock, Ark. Arbitron now uses special techniques for blacks in 33 markets.

Booknotes

Reluctant Regulators: The FCC and the Broadcast Audience, by Barry Cole and Mal Oettinger. Addison-Wesley Publishing Co., Reading, Mass. \$10.95, 288 pp. plus appendices.

As the title suggests, this book deals with a subject that has formed the basis of more than one critic's appraisal of the FCC—the commission's reluctance to hold broadcasters to high standards (or, in the view of some, any standards in some cases). But if the authors do not break new ground in that regard, they do bring insiders' insights to their work.

This is particularly true in the case of Mr. Cole, a consultant to the commission from 1970 to 1975 and, as such, on the scene when decisions were made and actions taken. Mr. Oettinger covered the FCC as a trade press reporter for a number of years, several of them with BROADCASTING.

The incidents they have collected and set down disclose no conspiracy on the part of broadcasters and commissioners to facilitate broadcasters' passage through the shoals of regulations. But they reveal an attitude that Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, in a bookcover blurb, calls "disturbing." (Another who endorses the book, on the dust jacket is Henry Geller, the presumed nominee to be assistant secretary of commerce for communications and information.)

The authors report, for instance, Mr. Cole's disappointment with the commissioners in 1975, after they adopted standards for determining which renewal applications could be granted by the staff and which, because of apparent deficiencies they reveal in the performance of broadcasters involved, would be referred to them for review. The FCC lost interest after being "exposed to some renewal applications that raised problems," the authors said, adding, "Things soon

returned to normal: The staff ground out renewal grants, commissioners remained uninvolved and the processing rules were ignored."

The book also contains support for the view of some observers that the staff exercises a Svengali-like influence over the commissioners. In renewal matters, at least, the authors say the staff is "the gatekeeper of information and is the real decision maker." What Mr. Cole found "particularly disturbing" was that disagreements within the staff regarding the proper disposition of a case were never reported to the commission.

The authors do not suggest the staff is activist by nature, however. In discussing the policy statement the commission issued on children's television programming, the authors note that the commission did revise the license renewal form to obtain from broadcasters information designed to determine whether they were complying with the statement. The authors say that "the commissioners [as of June 1977] have shown no interest in learning what the answers are" and that, "as with other renewal problems, the staff doesn't want to stir up a hornet's nest on matters in which the commissioners have evinced no interest."

The commission's new chairman, Charles D. Ferris, has said he plans to reopen the inquiry into children's television programming to determine how well broadcasters are living up to the obligations set down for them in the policy statement. The Cole-Oettinger book indicates he will be working virgin territory.

As a matter of fact, their study offers a number of other areas he might want to look into.

Your Show of Shows, by Ted Sennett. MacMillan Publishing Co., New York. 179 pp. \$14.50 (\$6.95 paperback).

Ted Sennett is a master of nostalgia. His books on the performing arts regularly dip into yesteryear with a warm and accurate jogging of the memory.

In "Your Show of Shows," he again kin-

dles that spirit in documenting the life of the NBC-TV show that was the high mark of Saturday night TV programming from Feb. 25, 1950, to June 5, 1954. The many behind-the-scenes anecdotes also chronicle the emergence of TV programming from its pioneer days to an era of class programming. While it perhaps was a pinnacle for stars Sid Caesar and Imogene Coca, it was the take-off point for many others such as Carl Reiner, Howard Morris and Mel Tolkin.

The New York Times Encyclopedia of Television, by Les Brown. Times Books, New York, 492 pp., \$20.

From AA Rating ("a measure of the size of a program's audience . . .") to Vladimir K. Zworykin ("U.S. electronics engineer and inventor considered the father of modern television . . ."), this book is designed to serve as an in-depth introduction for the layman as well as a quick reference source for the television professional. The well-informed broadcaster may not need a two-paragraph description of the National Association of Broadcasters, but if perchance there's interest in forgotten minutia such as *Grindl* ("situation comedy vehicle for Imogene Coca . . . NBC introduced it in 1963 but it was unsuccessful . . .") or in the names synonymous with broadcasting's growing years such as Rosel H. Hyde ("long-time commissioner [1946-69] and twice chairman of the FCC . . ."), the information's here. Add to that the subjects on page 175 alone: Golden Rose of Montreux, Leonard H. Golden-son, Dr. Peter G. Goldmark, *Gomer Pyle, USMC*, "Gone with the Wind" and *The Good Guys*. With help from contributing editors, Les Brown, *New York Times* television writer and author of the earlier "Bu\$ine\$\$ Behind the Box," guides the reader, researcher and trivia enthusiast through television, from people to programs, from technological development to legal development, from past to present—a book, in the author's ambition, to "bring together all the flickering parts of television."

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DDB study finds public wants reins on television sex, but shies from total censorship, federal controls

ITT conference given report that suggests some advertisers should get more involved

Sex on television now rivals violence on television as a source of concern for many Americans, but their reactions vary according to the subject matter and how it's treated.

This was one of the findings made public last week from a survey conducted last month by Doyle Dane Bernbach among 400 adult Americans—200 men and 200 women—selected to be representative of the public as a whole.

Joseph R. Daly, DDB chairman, said people worry more about sexual themes that seem to impinge on the welfare of their children or their concepts of normal family life, and they consider sexual subjects less suitable for treatment in comedies and dramas than in documentaries, news specials and cultural programing.

But "whatever their views," they do not "as yet" want the government to exercise control over program content, Mr. Daly said, and do not feel that advertisers should do so, either. They feel the primary responsibility for what is shown should rest with the public (named by 91% of the sample) and networks and stations (44%), with other nominees in this order: consumer organizations (37%), advertisers (22%) and government (10%).

Mr. Daly's report on the survey was presented last Thursday at the International Telephone & Telegraph Corp.'s 1978 corporate relations and advertising conference, held at Key Biscayne, Fla. Mr. Daly was unable at the last moment to be present and the report was read in his behalf by Dr. Ruth Ziff, DDB senior vice president and director of research and marketing services.

The survey, the report said, found that the public sees both good and bad aspects in sex on TV:

"They desire to maintain a channel of free thought that reflects what is happening today, depicts other life styles and provides adult entertainment. Yet at the same time they feel a responsibility to shelter their families, particularly the children, from ideas and practices they find undesirable or aberrant, or which they feel television presents in a distorted manner."

The report said that "the public is particularly sensitive to programs which show children being sexually exploited or which contain ideas and behaviors which seem to

threaten their existing concepts of family institution. They overwhelmingly reject programs dealing with young children in prostitution and pornographic films—fully three out of four feeling that such material definitely is not suitable for television entertainment programs. Strong majorities also reject homosexuality and mate-swapping as unsuitable subjects, while a majority finds sex between a young teen-ager and a mature adult improper for airing.

"They express moderate levels of concern about rape, partial nudity, prostitution and adultery.

"They are less concerned about those things which do not deal with children and which do not directly challenge the integrity of the family—premarital sex, scenes of couples embracing in bed and women in revealing clothing."

The report found the public "more tolerant of these subjects when they are placed in the context of educational or cultural programing, but still shows strong repulsion for the most sensitive areas such as child exploitation and homosexuality."

What would the public like to see done about sex on the TV?

The three most frequently volunteered answers were to show the programs when children are not viewing (19%), take them off the air completely (15%) and tone them down (13%).

Given their choice among three specific alternatives, Mr. Daly said, "the great majority selected an option which reflected their willingness to retain sex-related material on television—79% choosing either scheduling of programs at hours when children are not likely to view (44%) or having no restrictions [and] having parents with the responsibility (35%). Only one person in five would advocate the extreme position of removing all sex-related programs from television.

"Significantly, even among those people with children at home, few would favor outright censorship."

Mr. Daly said the study found that concern over violence in television had declined as TV violence declined, and that concern over sex had risen with rising incidence of sex on TV. "We do not believe, however, that concern with sex has as yet reached the level achieved by violence in the past," he added.

Asked generally to compare the quality of TV now with that five years ago, 46% rated it worse now, 26% better and 28% about the same. Of those rating it worse now, 37% cited reasons related to violence, 33% to sex/permissiveness and 16% to unsuitability for family or children.

Of the total sample, 54% said they were dissatisfied and 46% satisfied with TV's handling of sex-related themes or scenes.

The study found dissatisfaction "higher among women, older persons, lower-income individuals, married people, residents of the Midwest and West and smaller places and among light and medium viewers and those who have not viewed several episodes of potentially sensitive programs."

Among Mr. Daly's conclusions: "The

industry should be aware of the real concerns of viewers about their children and social morality, and take these into consideration in planning . . .

"While television should continue to be innovative and experiment, it probably also should leave the evolution of new sexual patterns to the many political, educational and religious institutions in society which traditionally have been responsible for change.

"Information obtained from surveys of the public can enable advertisers to make the most prudent recommendations regarding program selections—indicating things to be avoided but also preventing overreactions to situations which are in fact benign.

"We do feel that the ultimate decision regarding program selection or rejection of potentially sensitive programs must rest with the advertiser [and that] advertising agencies should provide their clients with as much information and counsel as possible . . ."

Federation of Decency hunts down TV sex

ABC shows the most of it, American Home Products sponsors the most, according to monitoring by Tupelo group

ABC leads the networks in sex programing, followed by CBS, then NBC, and American Home Products (Anacin), Ford Motor Co. and Sears are the top sponsors of sex on television, according to a study by the National Federation of Decency, Tupelo, Miss.

The study covers 864 hours and 30 minutes of prime time network programing, which was monitored in San Diego, southwestern Wisconsin, northeastern Mississippi and Houston by persons who "represented a wide range of ages and educational backgrounds," according to the Rev. Donald E. Wildmon, executive director of the NFD.

The study claimed the networks showed a total of 2,433 scenes of suggested sexual intercourse or sexually suggestive comments, 2,155 of which were depicted outside marriage. The incident factor was 2.81 per hour. Of the 459 incidents of suggested intercourse recorded, 201 were on ABC, 121 on CBS and 137 on NBC. Of the 1,974 suggestive comments recorded, 908 were on ABC, 656 on CBS and 410 on NBC.

The top 10 sex-oriented shows were led by ABC's *Soap*, followed by *Three's Company* (ABC), *James at 15* (NBC), *Charlie's Angels* (ABC), *79 Park Avenue* (NBC), *Busting Loose* (CBS), *Love Boat* (ABC), *All in the Family* (CBS), *Laugh-In* (NBC) and *Redd Foxx* (ABC).

The 10 top sponsors of sex on television were found to be American Home Products, Ford, Sears, Roebuck, General Foods, Bristol-Myers, Unilever-Lever Bros., General Motors, Procter & Gamble,

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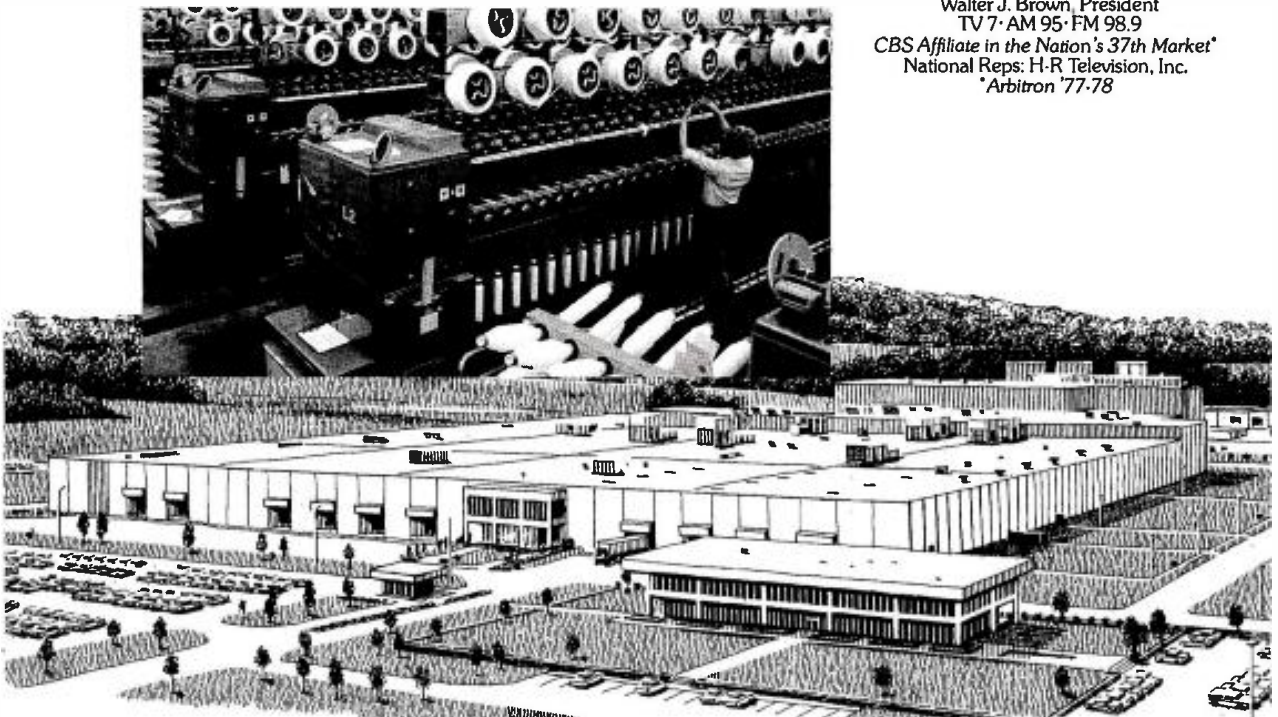
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Hanes Corp., with its ads for Underalls, L'Eggs and Hanes hosiery, was designated the top user of sex in commercials. The next nine: Unilever group of Lever Bros. (Caress soap and Close-Up toothpaste), Pfizer Inc. (Smitty, Emeraude and Nuance perfumes), Chesebrough-Ponds (Aviance and Cachet perfumes), Colgate-Palmolive (Ultra Brite toothpaste), Bic Pen Corp. (Bic lighters and shavers), Teledyne Inc. (Water Pik Shower Massage), Revlon (Jontue perfume), Squibb Corp. (Rive Gauche & Jean Nate perfumes) and Jovan Inc. (Jovan perfume).

CBS-TV says Super Bowl was an all-timer for sports

**Average rating of 46.9 meant
some 86 million watched and
helped network win entire week;
Action Track, Electronic Palette
make low-key debuts during game**

Super Bowl XII may not have been much of a football game, but about 86 million people in more than 34 million households watched at least part of it.

That was the audience estimate given by an elated CBS-TV when A. C. Nielsen's figures for the first prime-time Super Bowl came in. CBS also reeled off a list of other ratings superlatives to describe the game's performance, which put the network in first place for the week ending Jan. 15. According to CBS, it was highest-rated sport event ever televised and, except for "Gone With the Wind" and parts of *Roots*, the highest-rated national program of all time.

That was undoubtedly happy news for advertisers on the show, who paid a top price of \$344,000 for a minute's time in the game. CBS said there were 20 minutes sold in the game itself (which lasted from 6 p.m. to 9:45 p.m. NYT), plus 14 minutes more in both the hour-and-a-half pregame show and the half-hour postgame wrapup. Given expenses of \$4.5 million for the rights, \$600,000 for production costs and 15% commissions to the agencies (there was no affiliate compensation), CBS probably cleared in the area of \$2 million on the deal besides getting a considerable boost in its prime-time ratings.

The game's average rating of 46.9 with a 68 share beat the second-place show for the week, ABC-TV's *Laverne and Shirley*, by 9.3 rating points. The third-ranked show of the week was CBS's post-game wrap-up, which pulled 37.1/54. Predictably, the Super Bowl wiped out the competition on ABC and NBC. ABC's *Hardy Boys Mystery* and *Six Million Dollar Man* pulled 15 and 20 shares, respectively, while NBC's "Willy Wonka and the Chocolate Factory" pulled a 21. ABC took

advantage of the football frenzy by scheduling "Superdome" as its *Monday Night Movie* (Jan. 9), which pulled a 38 share and wound up the 11th-ranked program of the week. The lowest-rated show of the week was NBC's *Henry Kissinger: On the Record*, which scored an 8.6 rating and a 14 share. CBS's *60 Minutes*, airing at 10:47 p.m. the night of the game, pulled a 25.7 rating and a 48 share.

Averages for the week had CBS with a 24.1 rating and a 36.7 share, ABC with a 21.5/33 and NBC with a 16.1/24.7. Season-to-date averages, Sept. 5, 1977-Jan. 15, stand at 20.6 for ABC, 18.5 for CBS and 17.9 for NBC.

■ CBS-TV's use of two new technological gizmos (BROADCASTING, Jan. 16) was noticeably slight during the network's Super Bowl broadcast. Action Track, which traces the path of any moving part of the picture, was used only during two extra-point replays. Electronic Palette, the computer-assisted TV painting system demonstrated on the show by artist Leroy Neiman, was seen mostly as background for statistics.

Producer Robert Stenner explained after the game that he was sparing with the new devices because he "didn't want to ram them down people's throats." He also said that the Action Track system was found to be too confusing for football. "With 22 players out there" he said, "it gets a little mushy."

Perhaps the most surprising innovation of the broadcast, however, was an impromptu half-hour special preceding the game, hosted by CBS Sports President Robert Wussler. The network had planned to use the Phoenix Open golf tournament as part of its lead-in to the pre-game show. But the tournament was rained out, a development difficult to anticipate for an Arizona event. Faced with an empty half hour, Mr. Wussler pulled together a sort of "behind the scenes at the Super Bowl" story. At 4 p.m. NYT he went on live, saying "A funny thing happened on the way to the Super Bowl. We lost a golf tournament." He then led viewers on a visual tour of CBS's broadcast facilities, talking to various producers and technicians and at one point switched to Barry Frank, Mr. Wussler's second-in-command at CBS Sports, who took over the announcing duties from the network's remote facilities on the field.

Four up the flagpole

**ABC-TV to see how the wind blows
in March for fall hopefuls**

Two situation comedies, a series about pregnancy and a western are to be given "limited run" tryouts on the ABC-TV prime-time schedule beginning in March. Time periods for air tests of the fall series hopefuls have not been announced, but ABC Entertainment President Fred Silverman has said they won't be shunted into slots now occupied by failing or marginal

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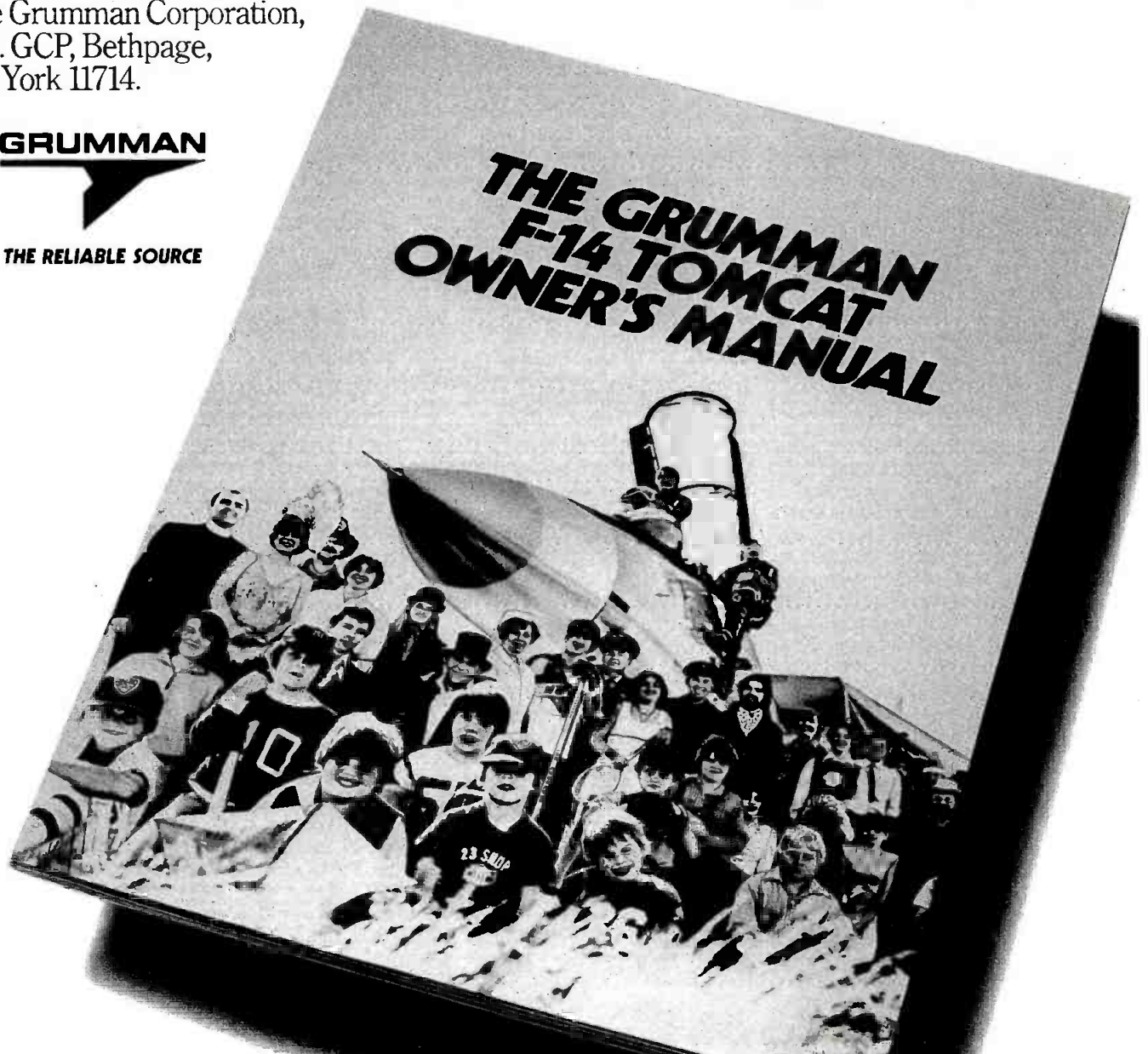
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programs (BROADCASTING, Jan. 9).

The new series are:

■ **A.E.S. Hudson St.** This show will depict "the comic frenzy" of a hospital emergency ward, according to ABC. Its executive producer is Danny Arnold, who also produces ABC's *Barney Miller* and *Fish* and who is under exclusive contract with the network.

■ **Young Pioneers.** An "inspiring drama of teen-age newlyweds," the series features a "gritty" young woman who "follows her husband to an unknown destiny in the newly opened Dakota Territory." Produced by the *Waltons* team, Lee Rich and Earl Hamner Jr., *Pioneers* aired as an ABC special in December 1976, pulling a 32 share.

■ **Having Babies.** An anthology series revolving around maternity, the limited run version is to feature guest stars passing through the office of Dr. Julie Farr, portrayed by Susan Sullivan. *Babies* has aired twice on the network as specials, in October 1976 and in the same month a year later, pulling 36 and 33 shares, respectively.

■ **The Harvey Korman Show.** The former Carol Burnett sideman stars as "an eccentric actor, still aspiring to stardom, who keeps the wolf from the door by running an unconventional acting academy in his home."

Duffy shoots facts back at television's detractors

Television critics who claim the medium has become "too powerful for the good of society" were answered by James E. Duffy, president of the ABC Television Network.

In a talk to the Young Presidents Organization in Dallas, Mr. Duffy rebutted charges that television was to blame for the youth revolt of the 1960's, that TV has a negative effect on the minds of children and that the medium spurred violence and exploited sexual themes.

Mr. Duffy said TV coverage helped end the violence of the 1960's by showing participants that the riots were "fruitless and self-defeating." He said that television, with its accent on children's educational programs in recent years, has helped youngsters become "quicker, more perceptive and more knowledgeable."

As for the sex issue, Mr. Duffy contended that TV is "more relaxed and less puritanical" today but is still the most conservative entertainment medium. He dealt with violence by pointing out that it may have been an issue but in recent years the incidence of violent acts on TV has been reduced sharply and that they are now being shown "in a socially redeeming context."

"I believe that television is an extremely powerful medium of communications, a very influential one in our society," Mr. Duffy said. "But I also believe, by definition, it cannot be too powerful—unless it were sufficiently controlled by the state or any one group for

systematic use to propagandize, distort truth and otherwise attempt to control the minds and behavior of people."

Arbitron's explanation for those falling viewer levels

Reason for last fall's declines, it says, is that numbers were measured against an exceptional 1976; figures are now back in line with those of previous years

Arbitron Television has concluded, after a review of homes-using-television levels over the past four years, that 1976 was just an exceptionally good year, and last fall's decline merely brought HUT levels into line with those of 1974 and 1975.

This conclusion, Arbitron said last week, was based on a series of analyses. They were undertaken after the Nielsen national rating service and both the Arbitron and Nielsen local measurements last fall indicated a drop-off in television usage from the comparable 1976 periods (BROADCASTING, Nov. 7, 1977, et seq.).

Among the findings in earlier studies in the series were indications "that 1977 viewing levels were more similar to those of 1975 than 1976." In the latest—and final—analysis in this sequence, Arbitron extended the comparisons back to 1974. The analysis used Arbitron November sweep results for 19 markets selected to be representative of the U.S.

Arbitron offered these "observations" from its four-year review:

■ "1976 appears to be the atypical year in this four-year trend. Levels achieved in 1976 were higher or equal to those of the other three years analyzed for all demographics and dayparts [that were studied]."

■ "1977 viewing levels were very similar to those of 1974. The greatest difference between 1977 and 1974 levels was a two-point HUT drop during news time and access time—both of which, however, only represented a 4% decrease. The largest percentage difference was a 10% increase in viewing for women 18-49 and children 2-11 during the morning daypart."

■ "For the dayparts analyzed, 1977 viewing levels for total women and women 18-49 either increased or remained the same compared to 1974."

■ "In three out of five dayparts, children 2-11 viewing levels increased from 1974, and one time period showed no change. This observation is particularly impressive due to the fact that in these 19 markets as well as nationally, the children population dropped 4% from 1976 to 1977."

In weekday mornings, the demographics analyzed—HUT, total women, women 18-49 and children 2-11—all were

higher in November 1977 than in November 1974 or 1975, and in the afternoon these demographics were unchanged from those years (except children 2-11, which were up 9%).

In early fringe (4:30-6 p.m. Monday-Friday), the same demographics were down 5%-6% from 1975 but close to 1974 levels—HUT was off 3% while total women and women 18-49 were unchanged from 1974 and children 2-11 were up 3%.

During news time (6-7:30 p.m. Monday-Friday) HUT was off 4% from 1974 but the others were unchanged (compared with 1975 HUT was also off 4%, while total women were unchanged, women 18-49 were up 4% and children 2-11 were down 6%).

On Saturday mornings, HUT levels were the same in 1977 as in 1974 but children 2-11 were off by 3%.

For the other day parts the analysis examined only HUT levels. In prime access time 1977 HUT levels were down 4% from 1974 and also from 1975. In prime time they were off 2% from 1974, 3% from 1975. In late fringe (11-11:30 p.m. Monday-Friday) they were unchanged from both 1974 and 1975. In late night (11:30 p.m. to 1 a.m. Monday-Friday) they were off 5% from 1974 but unchanged from 1975. And for total day (9 a.m. to midnight, Sunday-Saturday) the HUT level was off 3% from both 1974 and 1975.

NBC tries for a difference in 'Sportsworld'

Off-beat events, news segment will set it apart from efforts by other two networks, says producer Ohlmeyer of show that was to have its debut over weekend

NBC-TV was to have premiered its new Sunday afternoon sports program, *Sportsworld*, yesterday (Jan. 22), and, according to executive producer Don Ohlmeyer, there's one question most people have been asking about it: How will it be any different from ABC-TV's *Wide World of Sports* and CBS-TV's *Sports Spectacular*?

"The difference will be that we'll try to have a little more fun with sports than the competition," he said. "And," he added, "the journalism segments."

The fun part will be in the show's coverage of off-beat events such as the *Zuider Zee* from the Netherlands. That's a contest in which people jump off a 10-meter diving platform in all sorts of weird contraptions, the object being to see who can stay aloft the longest. Nobody, it seems, stays aloft very long.

On the other hand, Mr. Ohlmeyer takes the journalism section very seriously.

The first show was to have contained a report on fan violence, for example, and Mr. Ohlmeyer said that in the future he wouldn't consider as off limits such sub-



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jects as the business aspects of professional sports clubs or even the goings-on in network sports departments. "We're not going to skirt the issues," he said. "It's really a matter of us asserting our integrity. If we don't, I guess we can go back to being shills."

The main focus of the show will be on Olympic-style events as a build-up for the network's coverage of the 1980 summer Olympic games from Russia. At the same time, Mr. Ohlmeyer said, the network will be building its own production expertise, also in preparation for the games.

The show is to be divided into three areas each week: a "major event" usually related to the Olympics, taking between 45 and 60 minutes; a "minor event" not usually seen on TV, and the journalism segment. Chester R. Simmons, president of NBC Sports, said the show will vary in length from one hour to 90 minutes or two hours. Its premiere was set for 2:30-4 p.m. NYT.

Warner Bros. TV racks up record '77

Some established standbys plus big prerelease prices for follow-up to 'Roots' get much of the credit

Warner Bros. last week announced that worldwide sales for its Warner Bros. Television distribution subsidiary skyrocketed to more than \$140 million last year, more than doubling any previous year.

Crediting the "strong leadership" from Charles McGregor, the subsidiary's president, Warner Bros. President Frank Wells added that 1977 also saw all-time monthly sales records broken, with a high of \$19,531,501 last November. He said that "this is clearly one of the highest annual totals for any company in the industry's history."

Contributing substantially to the success, according to Mr. McGregor, were the feature film package "Volume 21," *The Waltons*, *Roots* and *Welcome Back, Kotter*. Especially in foreign distribution, which increased by more than 100%, *Roots* was said to have led the way, as well as generating unprecedented prerelease prices for *Roots: The Second Hundred Years*, to air on ABC-TV in early 1979.

NBC brings in two subs

Prime-time tinkering continues as NBC-TV last week announced the addition of two new shows to its schedule.

Premiering in a special one-hour episode on Feb. 24 (8-9 p.m. NYT) will be *Quark*, a science-fiction comedy starring Richard Benjamin. On subsequent Fridays, *Quark* will air at 8-8:30 p.m., taking *CPO Sharkey* off the schedule.

On Feb. 28, *The Chuck Barris Rah Rah Show* will debut in the 8-9 p.m. time slot. *The Hanna-Barbara Hour*, previously an-

nounced for that time period, has been postponed, but an NBC spokesman said it will appear sometime in the spring. *Gong Show* producer Chuck Barris's variety hour ran as an NBC special on Dec. 20, scoring a 15.8 rating and a 25 share against ABC's *Happy Days* and *Laverne and Shirley*. Those two shows remain the competition for Mr. Barris' new series.

Local court throws out WITI basketball suit

But Milwaukee station agrees to broadcast games anyway, as long as the ratings hold up

WITI-TV Milwaukee made its point in Milwaukee County Circuit Court last week. So now the CBS affiliate is prepared to give local basketball fans what they say they want—the CBS professional basketball games on Sunday, at least as long as the ratings warrant it.

The Storer station was hauled into the local court earlier this month by a local attorney and Milwaukee Bucks fan who had filed a class-action suit seeking to force the station to carry the National Basketball Association games. The station had chosen not to air the NBA contests because of the low ratings they achieved last year (BROADCASTING, Jan. 16).

The station's lawyers argued that the case should be dismissed on the ground that the court lacked jurisdiction, and Judge Robert Cannon, a sports fan himself—he was involved in a futile effort to block the move of the Milwaukee Braves baseball team to Atlanta—agreed. He threw out the case.

Having demonstrated that court suits cannot be used to affect programing decisions, Hank Davis, vice president and general manager of the station, said WITI-TV "will carry the games." But, he added, "we'll study the ratings, and we'll continue to present the games if the ratings justify the broadcasts."

Paracom breaks out of syndication with two international sports sales to NBC

Paragon Communications (Paracom) has announced its entrance on the network scene, with two international basketball games sold to NBC-TV, the first to air in April and another later this year. The company, through its Sports Syndication International Ltd. subsidiary, began selling to individual stations last year with *The Way It Was* and *Sports Challenge* (BROADCASTING, Aug. 29, 1977).

Heading Paracom is Eddie Einhorn, who had been president of the TVS Television Network and who continues with TVS as executive producer of its 1978 col-

lege basketball series on NBC-TV.

As part of its first network deal, Paracom, representing the Amateur Basketball Association of the U.S., will be packaging, producing and promoting an invitational tournament with the U.S., USSR, Cuba and Yugoslavia. The finals of this first match are to run on NBC-TV April 9.

Paracom also is planning two as-yet-unsold international competitions through its role as representative of the Federation Internationale du Sport Universitaire, a group that covers student competitions. Plans are for a special on track and another on gymnastics for airing this summer.

On the company's syndication front, 18 half-hour episodes of *The Way It Was* begin their run on some 50 stations this month, amounting to about 65% U.S. clearance. That series is to be followed by 18 *Sports Challenge* shows. However, according to Mr. Einhorn, should *The Way It Was* prove a hit, it may continue longer than the minimum 18 weeks.

SIN raises volume of satellite feeds

The Spanish International Network, which has been offering Spanish-language shows via satellite since September 1976, last week beefed up its weekly program hours on Western Union's Westar bird from 19 to 52.

The additional programing, including sports, continuing dramas and musicals, comes from Argentina, Brazil, Chile, Colombia and Venezuela. Live coverage of World Cup Soccer from Argentina also is to be transmitted and SIN is maintaining its policy not to offer reruns or dubbed U.S. programing.

The eight SIN satellite affiliates, five owned by Spanish International Communications Corp.: WXTV(TV) Paterson, N.J. (New York); WLTV(TV) Miami; KWEX-TV San Antonio, Tex.; KMEX-TV Los Angeles; KFTV(TV) Hanford (Fresno), Calif.; KDTV(TV) San Francisco; KORO(TV) Corpus Christi, Tex., and KLOC-TV Modesto, Calif.

Of the 19 original hours that affiliates continue to receive, 12 are for an "all-day" variety show on Sundays. Other programing consists of an hour-long live news program from Mexico (which includes satellite reports from other countries), soccer, boxing and specials.

According to SIN President Rene Anselmo, more than 60 hours of satellite programing are expected to be offered within six months and more thereafter.

Albeck at UA helm after mass resignations

Andreas Albeck, United Artists Corp. senior vice president, has been elected as the company's president and chief executive officer, filling part of a void created earlier this month when UA's five chief

officers submitted their resignations.

The departing UA top echelon includes Arthur B. Krim, chairman; Robert Benjamin, finance committee chairman (and former chairman of the Corporation for Public Broadcasting); Eric Pleskow, president and chief executive, whose roles now will be filled by Mr. Albeck; William Bernstein, senior vice president for business affairs, and Mike Medavoy, senior vice president for production.

The resignations reportedly stemmed from disagreements with the parent Transamerica Corp., with the UA leaders seeking more autonomy in their positions and a spin-off of the subsidiary. The five former officers are said to be considering the formation of their own film distribution company.

Transamerica has let it be known that no changes in company operations are anticipated.

Program Briefs

On board. By first week of year, Dancer-Fitzgerald-Sample's Program Syndication Services had cleared 58 markets as well as Canadian CTV network for pilot of *Honest Al's A-O-K Used Car & Trailer Rental Tigers*. Show, about little league football team, is to air this month. Another PSS product—90 minute special, *Peanuts to the Presidency*, concerning Carter campaign—has been picked up thus far in nine markets including WNEV-TV New York and KTTV(TV) Los Angeles.

Cross-over. Show Biz Inc. reports having cleared *Tony Brown's Journal*, 30-minute public affairs series, on 40 stations thus far, including NBC-owned WNBC-TV New York, WRC-TV Washington, WMAQ-TV Chicago. Show previously had run on Public Broadcasting Service under title, *Black Journal*. Deals are on barter basis for Pepsi-Cola.

War stories. In first two weeks of selling, Time-Life Television says it has signed 19 key markets for new prime-time access show *World War II: G.I. Diary*. Among buyers are CBS-owned WCBS-TV New York, KNXT(TV) Los Angeles and WCAU-TV Philadelphia. Weekly series narrator is Lloyd Bridges.

Carter, now Koch. Edward Koch, mayor of New York, was to field questions from listeners during special two-hour live call-in program yesterday (Jan. 22) over WCBS(AM) there from 2 to 4 p.m. Broadcast was to be similar in format to program carried on CBS Radio last year in which President Jimmy Carter replied to questions from listeners. Moderator was to be Lou Adler, news director of WCBS.

Chance to talk. Carnegie Commission on Future of Public Broadcasting will hold special evening meeting Wednesday (Jan. 25) in New York to hear from independent filmmakers and video firms. Meeting is in response to request from Association of Independent Video and Filmmakers.

Interpublic debut. McCann-Erickson, New York, has established Interpublic

Television Inc., to develop, package and distribute TV and radio programs for networks and syndication. Staffs are to be maintained on both coasts, under direction of Philip Howort, general manager, former vice president—programs, Don Kirshner Productions.

Golf classic. Six stations already have signed for second annual Kathryn Crosby/Honda Golf Classic, combining sanctioned Ladies Professional Golf Association tournament and celebrity participation on March 18 and 19 from San Diego. Line-up of stations for live telecast, starting at 11:30 p.m. NYT, is being arranged by Air Time International. Stations already set include KABC-TV Los Angeles; KGO-TV San Francisco; KGTV(TV) San Diego; WBNS-TV Columbus, Ohio; KHTV(TV) Houston and WXIX-TV Cincinnati.

Legend comes alive. More than 100 TV stations have signed for fifth season of *Greatest Sports Legend*, half-hour series on outstanding sports personalities. Series will run from April through September on stations including WOR-TV New York, WLS-TV Chicago, KYW-TV Philadelphia, KGO-TV San Francisco and WBZ-TV Boston. Tom Seaver, Cincinnati Reds pitcher, will be host of *Legend* and will conduct interviews with athletes including Ted Williams, Mark Spitz, Bob Feller, Rod Laver and Johnny Longden.

The shadow knows. Punxsutawney (Pa.) Groundhog Club will mark its 91st year of reporting Groundhog's Day shadow-sighting Feb. 2 with two-and-half minute taped feed of result available to radio stations at no charge. Call after 7:30 a.m. (814) 938-6000.

Grossman notes problems with two PBS offerings

He calls 'Visions' and 'Cavett' uneven in report to board

Two much ballyhooed public television programs this season have not met the expectations of the Public Broadcasting Service. In his fourth-quarter report to the PBS board, Lawrence Grossman, president of the public network, called *Visions* and *Dick Cavett* "uneven."

Mr. Grossman said that *Visions*, a series of original television plays, had disturbed some local stations "by the incidence of adult material and rough language." He said some of the *Dick Cavett* interviews "were also markedly uneven." Mr. Grossman said such a record was "inevitable" and the "unavoidable price of striking out onto new, untested paths." He added that such programs were necessary, however, if public television was "going to move beyond commercially acceptable mediocrity."

The remarks were included in PBS's fourth-quarter report to its governing board. Also contained in the report was Mr. Grossman's evaluation of PBS's relatively new revolving documentary fund,

an attempt "to provide up-front funding for meritorious documentary proposals by both stations and independent producers." One of those documentaries, *Plutonium: an Element of Risk* (produced by KCET(TV) Los Angeles), Mr. Grossman said, "fell short of the system's journalistic standards."

Group W readies new daily series

'EveryDay' pilot near completion; it will be departure from format of talk show, says syndicator

Taping was completed and post-production began last week on the pilot of *Every Day*, a 90-minute entertainment/information strip series that Group W Productions is counting on as its next original entry in the syndication market ("Closed Circuit," Jan. 9).

Described as "the next generation of reality television" by Group W Productions Chairman David Salzman, who created the concept and is serving as executive producer, *EveryDay* is said to go beyond traditional talk shows in its amount of original material, preparation and rehearsal time.

The daily series is to be operated with a "family" concept, including hosts Stephanie Edwards, formerly of ABC-TV's *A.M. America*, and singer/actor John Bennett Perry, as well as six regulars: Tom Chapin, Anne Bloom, Murray Langston, Judy Gibson, Robert Corff and Emily Levine, whose credits involve combinations of singing, composing, acting, comedy and writing. NBC-TV *Tonight* show veterans Paul Block and Howard Papush are the producers.

According to Mr. Salzman, the show is being produced for play "at any time" but with a "focus on late afternoon time periods." And while the series is expected to cost in the neighborhood of \$200,000 a week to produce, Mr. Salzman says it will be "moderately priced." Tentative plans call for marketing with stations paying cash but with some commercial time for national advertisers.

The *EveryDay* set is described as a "free-form arena-in-the-round with eight staging areas." And aside from audience participation in the studio, segments are to be done on location. An "Around America" feature will call upon stations taking the show to supply regional and local coverage. Guest stars, contributors and "life-style" specialists also are to appear.

With the announcement of the series, Group W Chairman and President Donald H. McGannon said: "The president of our Television Station Group, Win Baker, and I have every expectation that *EveryDay* will be as successful as our other major syndication program, *The Mike Douglas Show*... for which a lengthy future is assured."

Messrs. McGannon and Baker were scheduled to screen the pilot this week.

ABC's 25th Anniversary

The Silver Has Turned to Gold

Keeping up with ABC one week at a time is challenge enough. Capturing 25 years worth is something special indeed.

But that's what we'll do on February 13.

The whole:

A special report on the 25th anniversary of the merger of ABC and United Paramount Theaters that produced what is now American Broadcasting Companies Inc.

The parts:

The Story of ABC Television. From back of the pack to top of the heap in one of broadcasting's most stunning upward bounds.

The Story of ABC Radio. From almost out of the network business to proprietor of the longest line-up in audio history. And, on the stations side, from just-also-running to the leading edge of contemporary AM and FM programming.

The Story of ABC's "Everything Else." A coast-to-coast diversification that has involved the company importantly in records, theaters, publishing and leisure attractions.

And including:

The ABC corporate history, with special attention to Leonard H. Goldenson, who put it all together. And a touching-of-bases with the key figures in ABC's past and present. And a complete list of all radio and TV affiliates. And ...

Well, you'll read all about it on February 13.

Make sure they read about you. *Advertising deadline: February 6.*

You belong in Broadcasting  Feb 13

Lance joins ex-politicians as commentators on television

He's hired by WXIA-TV Atlanta but may go on other stations owned by Combined

Bert Lance, the former director of the Office of Management and Budget who resigned that office last year amid what many observers considered a press barrage, announced last week that he was joining a growing list of political figures on television news programs. Beginning Feb. 6, Mr. Lance will deliver 90-second commentaries on Combined Communications Corp.'s WXIA-TV Atlanta, an ABC affiliate whose local news programs have consistently been third in that city's ratings. Combined Communications is also considering the possibility of distributing Mr. Lance's spots to its other television stations as well as to other station groups.

Jeff Davidson, president and general manager of WXIA-TV, said Mr. Lance had signed to do up to five commentaries each week "as his travel schedule and other activities will permit." James Siegel, director of corporate news for Combined Communications, said Mr. Lance was expected to average about three news analyses a week.

Neither Mr. Lance nor the Combined Communications officials would discuss what the new analyst would be paid by the channel 11 outlet, but broadcasting sources in Atlanta said that the going rate in that city for television commentators was in the mid-to-high-\$20,000 range. Mr. Siegel would say only that Mr. Lance would be getting "nothing like he's used to." He added that Mr. Lance's salary is "not going to pay off his debts."

Mr. Lance's new job raised anew questions in journalism circles about the propriety of political figures assuming positions heretofore reserved for newsmen and editors. Dick Williams, news director at WXIA-TV, said that even he had had a "mixed bag of feelings" about Mr. Lance's new position and said that "on a purely philosophical level I would prefer to leave commentary to journalists."

But, Mr. Williams said, as a "practical matter" he felt there was a place for political figures on the "op-ed pages" of television news programs. "John Lindsay [the former mayor of New York]," he said, "certainly brings something to [ABC-TV's] *Good Morning, America*." Nor, he pointed out, is Bert Lance alone in making the move from newsmaker to news analyst. Other political figures who have taken positions on the news shows of various broadcasters include former President Gerald Ford and former Secretary of State



If you can't beat 'em. Jeff Davidson, president and general manager of WXIA-TV Atlanta (l.) and Bert Lance make the announcement that the former director of the Office of Management and Budget will become a regular commentator on that station's 6 p.m. and 11 p.m. news shows.

Henry Kissinger, who have agreed to provide irregular commentary and analysis for NBC News; former California Governor Ronald Reagan, a syndicated broadcast commentator; Carl Stokes, the former mayor of Cleveland, and former Oregon Governor Tom McCall.

Among journalists, however, there is some dissatisfaction with the trend toward politician-commentators. One Atlanta newsman, for instance, doubted that WXIA-TV's news would profit considerably from Mr. Lance's new position at the station—although, he said a "country-smart kind of guy" such as Mr. Lance may be "rather popular" among television viewers in that Southern city.

Mr. Siegel defended Combined Communications' hiring of Mr. Lance and said the former budget director was a "private citizen" and an "ex-politician." "Who does the color at a football game?" Mr. Siegel asked rhetorically. "Ex-football players." Mr. Williams pointed out what he called a "Pavlovian reflex" among local viewers to listen to politicians about political issues. Local newsmen, Mr. Williams said, are too often looked on by viewers as "conduits of information and not of opinion."

Combined Communications also admits that its new commentator is a likely candidate for broader circulation. Mr. Siegel said that "at first" Mr. Lance will probably appear only on WXIA-TV, but he "would think" that other Combined Communications stations would "very likely" be interested in airing some of the commentaries. One of those stations may provide Mr. Lance with a re-entry to the Washington scene. Two weeks ago Combined Communications received FCC approval of its purchase of WJLA-TV in the capital

(BROADCASTING, Jan. 16).

Whether Mr. Lance is seen regularly outside the Atlanta area will depend on the issues he chooses to discuss, Mr. Siegel said. "Inflation and things of that nature," he said, would have importance "not just in Georgia."

Both Mr. Siegel and Mr. Williams emphasized, however, that Mr. Lance was an Atlantan with strong "regional roots" and an interest in state and local issues. "To us down here," Mr. Williams said, "Bert Lance is not just the ex-budget director. He's the fellow who built the highways." (A reference to Mr. Lance's former position as commissioner of Georgia's transportation department.)

An official at a competing station pointed out, too, that whatever Mr. Lance's national reputation, he is "very well thought of down here." Another said that the sentiments of most people in Mr. Lance's home state "are still pretty positive" despite his experiences in Washington.

The day after the announcement last week, Mr. Lance and his wife, LaBelle, appeared on ABC's *Good Morning, America*.

Weather reporter stirs up storm for himself

New Bern station fires him after newspaper prints interview that is uncomplimentary to TV

Josh Humphries, weather reporter and producer of the 12 at Noon talk show at WCTI-TV New Bern, N.C., was suspended following the publication of an inter-

view with him in the *Raleigh (N.C.) News and Observer* in which he was quoted as describing his weathercasting as a "successful hoax." Two days later, after consultations between station management and corporate headquarters, Malrite Broadcasting, Cleveland, Mr. Humphries was fired.

Bill Jenkins, WCTI-TV general manager, said Mr. Humphries's comments "were inappropriate and not in line with the objectives of the station, and we felt he had damaged his credibility to such an extent that we would have to terminate the relationship."

What did the weatherman say? Following are excerpts from the published interview:

"People could find out a lot more about the weather if they'd pick up the phone and call the real professionals at the weather bureau, but they will sit there and listen to me and think I know what I'm talking about. All I know is what the weather bureau reports.

"I lie to [the viewers] all the time ... Hell, I don't know if it's going to rain, but I act like I do.

"I really think I'm successful with the hoax.

"If someone bothers me during dinner to ask for an autograph, I might really unload on them. After I finish with them they may not watch me again, but I've got 20,000 people watching and I can afford to lose one every now and then."

Mr. Jenkins said that as of last week the station had received only "eight or 10" inquiries into the matter.

Unfettered news agencies in Third World countries urged

A UNESCO conference on Latin American culture held in Bogota, Colombia, last week was the scene of an intense debate on the subject of government-supported Third World news agencies. In what was reported to be a "blistering attack" on the present international news organizations, especially those headquartered in America, Guido Groscoors, the Venezuelan ambassador to Colombia, accused the news agencies of "informational imperialism" and said that his country favored the creation of alternative organizations "so that we will not remain colonialist countries" of the existing news services.

Mr. Groscoors's proposal did not specify how the new agencies would be funded, but he said he was not proposing government control of news organizations. He suggested that such agencies could be jointly financed by their respective countries and by private capital.

George Beebe, publisher of the *Miami Herald* and president of the World Press Freedom Committee, said the thrust of the proposal was "for more government control of the media." He cautioned that governments could create news monopolies that report only "the government's truth."

What's news?

The results of a special Harris Survey indicate there are sharp differences editors, news directors, reporters and the general public on the types of news that interest readers. Harris conducted its poll among a national cross-section of 1,533 adults and 86 top editors and news directors and 76 reporters and writers from the various news media. For examples, although 34% of the media executives said they felt that people are "very interested" in national news, a much higher 60% of the public said they had a high interest in national affairs. Similarly, 75% of the media professionals voiced the opinion that the public is "very interested" in sports news, while only 35% of the public expressed such an interest. In a number of areas the estimates of the media leaders approximated more closely those of the public.

NAB promotes editorials on the First Amendment

The National Association of Broadcasters is running a contest for the best broadcast editorial on the First Amendment and broadcasting. Entrance is not limited to NAB members; any radio and TV licensee may send unlimited entries—on subjects such as the fairness doctrine, the equal time law, reporters' access to news events, government bans on advertising, prior

restraints on program content. The purpose, NAB says, is to "stimulate, recognize and reward broadcast editorializing designed to awaken the public to broadcasting's lack of full First Amendment protection and impending threats to freedom of broadcast press." Entries, which must have been broadcast after March 1, 1977, and received at NAB by March 1, 1978, will be judged on originality, research, quality of writing and clarity. A panel of three judges comprises William Leonard, CBS Washington; Herbert Hobler, Nassau Broadcasting Co., Princeton, N.J., and Charles Wright, WBYS-AM-FM Canton, Ill.

D.C. police back off

The newly designated District of Columbia chief of police, Burtell Jefferson, will not pursue an attempt by his predecessor, Maurice Cullinane, to draw up a formal agreement between police and news media regarding terrorist coverage (BROADCASTING, Dec. 12, 1977).

Chief Jefferson said it would be impossible to draft a "monolithic" set of rules to cover hostage situations and proposed three general objectives instead: avoiding disruption of negotiations between police and terrorists, avoiding broadcasts that reveal tactical police movements and assuring that police provide more timely and accurate information to reporters.



Philadelphia story. When word leaked out earlier this month that the Justice Department was planning to replace David Marston, the U.S. attorney general for the eastern district of Pennsylvania, Philadelphia TV journalists began pursuing a local story that soon became national. Westinghouse Broadcasting Co.'s KYW-TV there launched an editorial campaign, offering the White House address and phone number for viewers' comments. It also conducted a poll that showed, 1,263 to 48, that local residents favored retaining him. The scope of the story expanded as reports surfaced that Mr. Marston's removal was being urged by Representative Joshua Eilberg (D-Pa.) whose motivation for a switch in attorney general might be more than the routine replacement of a Republican with a Democrat by the administration. Word broke that Mr. Marston was investigating the involvement of Congressman Eilberg's law firm in securing a local hospital for a client, with federal and state funds also brought into the picture.

During the first week of the still-continuing controversy, CBS owned-and-operated WCAU-TV claims it was first in revealing that Mr. Eilberg had requested Mr. Marston's dismissal; Capital Cities Communications' WPVI-TV says it had an exclusive in showing a direct confrontation. And, as shown in the above pictures, KYW-TV has its share of exclusives. Reporter Jim Hickey nabbed U.S. Attorney General Griffin Bell prior to a press conference Jan. 12 when President Carter was questioned on the matter (KYW-TV also showed Mr. Marston watching the conference from Philadelphia). The following day Mr. Hickey, with help from a WXIA-TV Atlanta cameraman, tracked down Mr. Eilberg in Puerto Rico for another exclusive.

The Broadcasting Playlist™ Jan 23

Contemporary

Last This week week	Title □ Artist	Label
2 1	Short People □ Randy Newman	Warner Bros.
1 2	How Deep Is Your Love □ Bee Gees	RSO
4 3	You're in My Heart □ Rod Stewart	Warner Bros.
3 4	Baby Come Back □ Player	RSO
8 5	Just the Way You Are □ Billy Joel	Columbia
10 6	Staying Alive □ Bee Gees	RSO
7 7	We Are the Champions □ Queen	Elektra
5 8	Here You Come Again □ Dolly Parton	RCA
9 9	Sentimental Lady □ Bob Welch	Capitol
15 10	Turn to Store □ ELO	UA/Jet
14 11	Dance Dance Dance □ Chic	Atlantic
6 12	Blue Bayou □ Linda Ronstadt	Asylum
13 13	Come Sail Away □ Styx	A&M
18 14	We Will Rock You □ Queen	Elektra
21 15	Sometimes When We Touch □ Dan Hill	20th Century
23 16	Desiree □ Neil Diamond	Columbia
17 17	Native New Yorker □ Odyssey	RCA
11 18	You Light Up My Life □ Debby Boone	Warner Bros.
22 19	Emotion □ Samantha Sang	Private Stock
29 20	Love Is Thicker than Water □ Andy Gibb	RSO
26 21	Serpentine Fire □ Earth, Wind & Fire	Columbia
19 22	Slip Sliding Away □ Paul Simon	Columbia
20 23	Hey Deanie □ Shaun Cassidy	Warner Bros.
16 24	Back in Love Again □ LTD	A&M
30 25	What's Your Name □ Lynyrd Skynyrd	MCA
12 26	Don't Make My Brown Eyes Blue □ C. Gayle	United Artists
42 27	I Go Crazy □ Paul Davis	Bang
32 28	Ffun □ Con Funk Shun	Mercury
28 29	Point of Know Return □ Kansas	Kirshner
25 30	Don't Let Me Be Misunderstood □ L. Gomez	Casablanca
31 31	Your Smiling Face □ James Taylor	Columbia
27 32	It's So Easy □ Linda Ronstadt	Asylum
47 33	Poor Poor Pitiful Me □ Linda Ronstadt	Asylum
48 34	Wonderful World □ Art Garfunkel	Columbia
39 35	Name of the Game □ Abba	Atlantic
24 36	Run Around Sue □ Leif Garrett	Atlantic
44 37	Theme from "Close Encounters" □ John Williams	Arista
35 38	Peg □ Steely Dan	ABC
- 39	Lay Down Sally □ Eric Clapton	RSO/Polydor
- 40	Too Hot to Trot □ Commodores	Motown
33 41	Heaven on the Seventh Floor □ Paul Nicholas	RSO
- 42	The Way You Do the Things You Do □ R. Cooldidge	A&M
40 43	Theme from "Close Encounters" □ Meco	Millennium
37 44	We're All Alone □ Rita Coolidge	A&M
- 45	Street Corner Serenade □ Wet Willie	Epic
- 46	Our Love □ Natalie Cole	Capitol
43 47	Isn't It Time □ The Babys	Chrysalis
36 48	You Make Lovin' Fun □ Fleetwood Mac	Warner Bros.
34 49	The Way I Feel Tonight □ Bay City Rollers	Arista
46 50	I Love You □ Donna Summer	Casablanca

Playback

Love-hate relationship. For a number one record, *Short People* (Warner Bros.) by Randy Newman has some prominent opponents. But the proponents have won: this controversial tune hits the top of "Playlist" this week, reflecting its rank as the most-played-single on contemporary stations across the country. The problem is that Mr. Newman's lyrics ("They got little noses and tiny little teeth, they wear platform shoes on their nasty little feet. Well, I don't want no short people 'round here.") have been "taken at their face value" by some listeners. "If you have no sense of humor," says Warner Bros.'s Marion Perkins, "then of course it's insulting . . . No one is free from the whim of Randy Newman." But no matter what his intentions, some formidable radio stations are abstaining. WNBC(AM) New York is one and Program Director Bob Pittman points to the station's research: "It showed up as one of the most popular records and also one of the most negative. The ratio is one positive reaction to one negative reaction. On an average record, it is 20 positive to one negative." In Boston, WBZ-FM decided against *Short People*. Says Ned Foster, executive producer: "Even if those offended are only a small percentage, why play it? Our responsibility is to the listeners . . . who are we to impose on them?" But WRKO(AM) Boston is playing it and it's number one there. Program Director Harry Nelson claims the "positives far outweigh negatives. The greater majority loves it." That's what Glenn Morgan of WABC(AM) New York reports, too. "There are more votes for it than against it. It's number three in retail sales here . . . and complaints have been minimal."

Country

Last This week week	Title □ Artist	Label
2 1	To Daddy □ Emmylou Harris	Warner Bros.
1 2	Take This Job and Shove It □ Johnny Paycheck	Epic
8 3	Lonely Street □ Rex Allen Jr.	Warner Bros.
10 4	I'm Knee Deep in Loving You □ Dave & Sugar	RCA
6 5	Something to Brag About □ M.K. Place & W. Nelson	Columbia
7 6	What a Difference You've Made □ Ronnie Milsap	RCA
4 7	You're the One □ Oak Ridge Boys	ABC
17 8	Out of My Head □ Loretta Lynn	MCA
19 9	The First Time □ Billy "Crash" Craddock	ABC
13 10	Middle Age Crazy □ Jerry Lee Lewis	Mercury
3 11	George Keeps Pulling on My Ring □ C. Twitty	MCA
12 12	Here You Come Again □ Dolly Parton	RCA
14 13	Mister D.J. □ T.G. Sheppard	Warner Bros.
16 14	I Want to Be Your Everything □ Connie Smith	Monument
- 15	Don't Break Heart That Loves You □ M. Smith	Warner Bros.
22 16	I Just Wish You Were Someone I Love □ L. Gatlin	Monument
11 17	Come to Me □ Roy Head	ABC
20 18	How Can I Leave You Again □ John Denver	RCA
5 19	My Way □ Elvis Presley	RCA
24 20	Standard Lie Number One □ Stella Parton	Elektra
18 21	May the Force Be With You Always □ Tom T. Hall	RCA
15 22	Sweet Music Man □ Kenny Rogers	United Artists
- 23	Do I Love You □ Donna Fargo	Warner Bros.
21 24	Come a Little Bit Closer □ Johnny Duncan	Columbia
- 25	I Don't a Thing At All □ Gene Watson	Capitol

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.

L.A. independents carry spots for porno movie

Theater group there, pushed out of 'Times' by new policy, gets ads for 'Jennifer Welles' on three local TV stations

Three TV stations in Los Angeles have carried spots for an X-rated film, "Inside Jennifer Welles."

Jimmy Johnson, vice president for advertising for the Pussycat Theaters there, said last week he was "very pleased" with the campaign, which ran on independents KCOP, KTTV and KHJ-TV from Dec. 31 to Jan. 7.

"We think we're the first theater chain to advertise hard-core porno on TV," he said, "and we know we're going to continue to use TV, either for another round on 'Inside Jennifer Welles' or on another release."

Mr. Johnson estimated that about \$10,500 of an estimated \$26,500 in advertising spent on the film went into the television campaign to promote its presentation at three Los Angeles area theaters. A 30-second spot included a slide of the film's star and director, Jennifer Welles, the sound of a heartbeat and the voice of an announcer reading excerpts from reviews of the picture. A 10-second version also was used. Another \$16,000 was spent on area newspaper advertising.

He reported that three Los Angeles stations, KTLA, ABC-owned KABC-TV and NBC-owned KNBC, do not take advertising for X-rated films. KNXT, the CBS-owned TV station, declined to take the spots because, he said, it objected to one of the quotes from *Playboy* magazine's film reviewer.

Mr. Johnson said the theaters' move into TV was prompted by a new policy adopted by the *Los Angeles Times* last summer banning advertising of X-rated films. He reported that until the prohibition, Pussycat Theaters had allocated about 75% of its advertising budget to the *Times*.

Denver grand jury looking into charges of diary tampering by stations there

A grand jury in Denver was to begin hearing testimony last week to determine if indictments will be handed down against persons suspected of tampering with or selling Arbitron ratings diaries.

District Attorney Dale Tooley said he hopes to conclude the presentation of evidence and wind up the investigation in February, and he believes there is substance enough to the charges to justify in-

dictments. "Our grand jury is very busy," he said, "and we don't bring something to its attention unless there's something there or we need the subpoena power."

He said that some witnesses have refused to cooperate with his initial investigation, and that some radio station employees are among those to be questioned by the grand jury. Mr. Tooley added that the FCC has expressed interest in the case, and he said he intends to cooperate with the commission when the grand jury's secret deliberations are over.

Known to be one of the stations involved in the investigation is KHOW(AM) Denver, which has been accused by former employes of tampering with Arbitron's April-May 1976 report. Attempts to tamper with the ratings service's October/November 1977 report are also being investigated (BROADCASTING, Jan. 9).

Arbitron notified recipients of its Denver report that broadcasters there had alerted Arbitron of two attempts to sell diaries for the fall 1977 report, and that the homes to which the diaries were sent had been located. Arbitron said that one of the diaries had never been returned and that the other was returned after the attempt to sell it failed. Both diaries were eliminated from the sample, according to Arbitron.

The pick of the TV spots

Commercials festival honors TV advertisements in annual presentation in Chicago

D'Arcy-MacManus & Masius, St. Louis, received the Chairman's Special Award—Best of Festival at the seventh annual U.S. Television Commercials Festival in Chicago. The D'Arcy commercial, "King Spectacular," was for Anheuser-Busch and was produced by Creative Film Arts.

The festival recognizes "the best" U.S. and Canadian television commercials in 17 different subject categories and also honors outstanding production techniques.

The 1977 American winners follow:

Subject winners

N W Ayer, New York □ "Begin with Belgium," for Sabena-Belgium World Airlines by David Dee Productions (recreation: travel).

N W Ayer, New York □ "Impressions," for AT&T by Fred Levinson and Co. (services: public utilities).

N W Ayer, New York □ "Twelve Months to Say Good-bye," for U.S. Army by Myers & Eisenstat (services: recruiting).

Ted Bates & Co., New York □ "Hostess & Kids/Dancing," for ITT Continental Baking by DeSort & Sam (food: meal & dessert).

BBDO, San Francisco □ "Dinosaur," "Dollar Bill," "Hide & Seek" series, for Chevron USA by Kurts & Friends (automotive service).

BBDO, New York □ "Ranch," "Skateboard" series, for Pepsi-Cola Co. by Denny Harris of California (food: soft drinks).

Botsford Ketchum, San Francisco □ "Clothes for Living," for Gap Stores by Wakeford-Orloff (clothing).

Brand Advertising, Chicago □ "Straight Up," for WCLR(FM) Skokie, Ill., by Duck Soup Productions (station promo, ID's, news promos).

Buntin Advertising, Nashville □ "60 Minute Loan," for Liberty National Bank by Jayan Productions (services: banking and financial).

Burrell Advertising, Chicago □ "Street Song," for Coca-Cola USA by Mason-Stearns Productions (food: soft drinks).

Campbell-Ewald, Detroit □ "Chevette Gas Station," for Chevrolet Motor Division by Myers & Griner/Cuesta (automotive: cars).

Carr Liggett Advertising, Cleveland □ "Monkeys," for Blue Cross & Blue Shield in Northeast Ohio by Asch & Associates (services: insurance).

Cole & Weber, Seattle □ "Ilio Gauditz," "Dr. Steve Ross," "Davey and the Trees," for Weyerhaeuser Co. by Cole & Weber (commercial products: agricultural).

Colle & McVoy, Minneapolis □ "Polaris Cobra," for Polaris division of Textron by Film Factory (recreation: equipment).

Conahy & Lyon, New York □ "Karate," for Borden Corp. by Tibore Hirsch Production Co. (home furnishings: decoration and remodeling).

Conahy & Lyon, New York □ "Supermarket," for IBM by Myers & Griner/Cuesta (image building, customer relations).

Cramer-Krasselt Co., Milwaukee □ "Happy Birthday," for Associated Hospital Service Inc. by Chuck Olin Associates (services: health and safety).

Cunningham & Walsh, New York □ "Bridge," for St. Regis Paper Co., by Fred Levinson & Co. (photography).

D'Arcy-MacManus & Masius, St. Louis □ "Holiday," for Anheuser-Busch by EUE/Screen Gems (food: beer).

D'Arcy-MacManus & Masius, St. Louis □ "King Spectacular," for Anheuser-Busch by Creative Film Arts (food: beer).

D'Arcy-MacManus & Masius, St. Louis □ "Wedding," for Southwestern Bell Telephone Co. by N. Lee Lacy Associates (services: public utilities).

Edwin Bird Wilson, New York □ "The People," "The City," "The People and the City" series, for Manufacturers Hanover Trust Co. by Lipson Films Associates (services: banking and financial).

Gardner Advertising, St. Louis □ "Caesar," for Ralston Purina Co. by STF (pet products: food).

Gardner Advertising, St. Louis □ "Cyrano," for Busch Gardens division of Anheuser-Busch by Joel Productions (recreation: theme parks).

Gardner Advertising, St. Louis □ "Drums," for Busch Garden Division of Anheuser-Busch by Fred Levinson Co. (recreation: theme parks).

Gardner Advertising, St. Louis □ "Swims Too," for McGraw-Edison by Ampersand Productions (housewares).

Grey Advertising, Minneapolis □ "Mr. Shirley," for Dayton's by Bandler Films/Dick & Bert (sales event).

Hesselbart & Mitten, Akron, Ohio □ "Stop Motion," for Penn Athletic Products by Hesselbart & Mitten (recreation: equipment).

Hutchins/D'Arcy Inc., Rochester, N.Y. □ "Jolly Jack," for Rochester Telephone Co. by BF&J productions (services: public utilities).

Kircher Helton Collett, Dayton, Ohio □ "Follow the Bouncing Ball," for WHIO-TV Dayton by Dave Kallaher Inc. (recreation: entertainment events).

Lillier, Neal, Battle & Lindsey, Atlanta □ "Dominos," for Southern Forestry Cooperative by Jayan Film Productions (public service announcements).

Richard K. Manoff, New York □ "Ice," "Store," "Truck,"

for Kraft Inc. by Gomes-Loew (food: meal and dessert).

McCann-Erickson, Portland, Ore. □ "Barn Raising," for Georgia-Pacific Corp. by Myers & Griner/Cuesta (image building, customer relations).

McCann-Erickson, Los Angeles □ "Shake Hands," for U.S. Borax & Chemical Co. by Ross McCause & Associates (personal products: personal hygiene).

Marketinc, Greenville, S.C. □ "Breakfast," for Liberty Life Insurance Co. by Marketinc (services: health and safety).

Nadler & Larimer, New York □ "Restaurant," "Welder," for Faberge by Gomes-Loew (personal products: women's products).

NBC Advertising and Promotion, New York □ "NBC Profile: David Brinkley," for NBC-TV by EUE Screen Gems (station promos, ID's news promos).

Needham, Harper & Steers, New York □ "Bank Teller II," for Bristol-Meyers Co. by Phil Kimmelman Associates (pharmaceutical: remedies, preventatives).

Needham, Harper & Steers, New York □ "Fiber Optics," for ITT by PDR/Warner Bros. (image building, customer relations).

Northlich, Stolley, Cincinnati □ "Store Visit," for Baldwin Piano & Organ Co. by Wilson-Giak (recreation: home entertainment).

J. W. Schoen Advertising, Chicago □ "Smoking Stinks" series, for American Cancer Society by Film Fare Studios (public service announcements).

J. Walter Thompson, Chicago □ "If One Doesn't Get Him Another Will," for Jovan (personal products: women's products).

J. Walter Thompson, New York □ "Time to Sow," for Eastman Kodak by Fred Levinson & Co. (personal articles gift items: cameras).

Tinker Campbell-Ewald, New York □ "Morley Taking Care," for British Airways by James Garrett & Partners (recreation: travel).

Young & Rubicam West, Los Angeles □ "Pick of the Crop," for Armour Food Co. by Wakeford Orloff (food: meal and dessert).

Production technique winners

BBDO, San Francisco □ "Dinosaur," "Dollar Bill," "Hide & Seek" series, for Chevron USA by Kurts & Friends (automotive: service).

Brand Advertising, Chicago □ "Straight Up," for WCLR(FM) Skokie, Ill., by Duck Soup Productions (art and animation).

Cunningham & Walsh, New York □ "Bridge," for St. Regis Paper Co., by Fred Levinson and Co. (photography).

D'Arcy-MacManus & Masius, St. Louis □ "King Spectacular," for Anheuser-Busch by Creative Film Arts (music).

Doyle, Dane, Bernbach, New York □ "Star Wars," for 20th Century-Fox Film Corp. by Hawk Productions (production).

Gardner Advertising, St. Louis □ "Balloon," for Busch Gardens division of Anheuser-Busch by Joel Productions (music and direction).

Chester Gore Co., New York □ "Hard to Say," for Carillon Importers by Griner/Cuesta (production).

Heckler & Associates, Seattle □ "Cold Pack Days," for Rainier Brewing Co. by Kaye-Smith Productions (production).

Ingalls Associates, Boston □ "Convenience," for Springfield Institute for Savings by Pat Pitelli Productions (talent).

Richard K. Manoff, New York □ "Harbor," for The Joseph Garneau Co. by Fred Levinson & Co. (photography).

McCaffrey & McCall, New York □ "Random House One-Book Encyclopedia," for Random House by Liberty Pictures (art and animation).

Richardson, Myers & Donofrio, Baltimore □ "Apathy," for Maryland Crime Commission by BF&J Production Co. (copywriting).

Rosebud Advertising, New York □ "Marathon Man" series, for Paramount Pictures Corp. (editing).

J. Walter Thompson, Chicago □ "If One Doesn't Get Him Another Will," for Jovan (copywriting).

Tinker Campbell-Ewald, New York □ "Morley Taking Care," for British Airways by James Garrett & Partners (talent).

NAD report for December includes 1971-77 resume

The National Advertising Division of the Council of Better Business Bureaus received 13 challenges to national advertising, including three on television, during December 1977.

Tetley Inc. (Tetley tea bags) agreed to modify a TV commercial at the suggestion of NAD. Reviewed and found acceptable by NAD were television commercials for Beecham Products (Cling Free fabric softener) and Fram Corp. (Autolite spark plugs).

NAD also reported that from its inception in mid-1971 through 1977, it had processed 1,244 challenges to national advertising, exclusive of challenges to children's advertising. The claims in 485 of these were found to be substantiated by NAD. In 395 instances, advertising claims were either modified or discontinued. NAD referred 13 unresolved advertising matters to the National Advertising Review Board for panel adjudication (18 additional cases were referred by others) and closed 285 matters for administrative reasons.

From mid-1971 through last Dec. 31, NAD handled 76 challenges to advertising directed to children. The claims in 14 were found to be substantiated; 52 were modified or discontinued, nine were closed for administrative reasons, and one case still pending.

Study emphasizes male radio audience outside drive time

CBS Radio released last week an analysis of the spring/fall 1977 RADAR data and concluded that more than one of out of every five adult men in the U.S. (more than 15 million) listen to radio during the average weekday quarter-hour between 10 a.m. and 3 p.m.

The main reason for the "generally unrealized strength" of radio listening by men in these time periods CBS Radio said, is that almost one-half (46%) takes place in such "other places" as offices, public locations, service establishments and au-

tomobiles.

"The implications of this important media finding seem evident," Richard M. Brescia, CBS Radio vice president and general sales manager, said. "An advertiser trying to reach as many men as possible would be well advised to include in his weekday media plan the midday hours instead of only the conventional, and normally more expensive, morning and afternoon drive periods."

Advertising Briefs

Signed up. Former FCC Chairman Richard E. Wiley will participate in Ford Foundation-sponsored seminar on FCC's role in matter of television advertising directed at children. Seminar, one of a series being presented by Georgetown University Law Center, will be held on Feb. 27. Mr. Wiley, now in private law practice in Washington, was invited after another former commissioner, Lee Loevinger, declined invitation (BROADCASTING, Jan. 9).

Not for states. National Association of Broadcasters has filed friend-of-court brief in class action suit against Mattel toy company in California state court, arguing action by state in matter is pre-empted by federal law. Coalition of California media interest groups is charging Mattel with deceptive and misleading advertising in TV commercials aimed at children and parents—but without naming specific commercials. NAB said matter is not for state courts to consider, or there might develop 50 sets of regulations for ads on national TV. Rather, broadcast advertising matters are properly handled by FCC, Federal Trade Commission and NAB TV code, association pointed out.

Brighter. Federal Trade Commission has added to its sunshine act rules provision for disclosure of explanatory materials prior to each open meeting. Public will be given copies of agenda items so that those who attend meetings "can understand discussions more readily," commission announced. Materials may consist of draft rule or other staff proposal as well as excerpts from staff memorandum or summaries and will be made available in public reference room day before open meeting.

Kraft at 75. To celebrate 75th anniversary of Kraftco Corp., Glenview, Ill., NBC Radio will carry special program featuring music and comedy from best *Kraft Music Hall* radio shows of 1930's and 1940's on Feb. 12 (8:06-8:58 p.m. NYT). Kraft, through J. Walter Thompson, Chicago, will sponsor special, which will present Eddy Arnold as host and Ed Herlihy as announcer and co-host and include segments with Bob Hope, Bing Crosby, Groucho Marx, Jimmy Durante, Mary Martin, Jeanette MacDonald and Nelson Eddy.

Akron letter causes dust-up in Washington

Broadcaster's plea to FCC chairman brings charge of foul from the opposition; issue on the sidelines dramatizes center ring dispute over cable nonduplication rules

A minor flare-up has developed alongside the main controversy over whether the commission should exempt significantly viewed television signals from the cable television network nonduplication rules.

Roger G. Berk, president of Summit Radio Corp., licensee of WAKR-TV (ch. 23) Akron, Ohio, started it with a letter to FCC Chairman Charles D. Ferris, expressing concern over a report that the commission might reconsider the rule requiring the blackout of significantly viewed signals (BROADCASTING, Dec. 19, 1977).

Sol Schildhouse, counsel for Moscow Cable TV, Moscow, Idaho, fanned the dispute with a follow-up letter to Chairman Ferris, calling on the commission to open the Summit stations' finances to public scrutiny and to admonish Mr. Berk for his approach to the commission. Moscow Cable is seeking reconsideration of the rule as well as a waiver of it.

Mr. Berk told the chairman that Summit Radio has invested more than \$2 million and suffered losses of over \$5 million with the Akron UHF television station. He attributed the losses to the overshadowing of Akron "by the three powerful, profitable VHF, network-affiliated television stations in Cleveland," 30 miles away. WAKR-TV is an ABC affiliate.

Mr. Berk said that after 24 years of losses, the station will show "a modest profit" in 1977, and credits that to the network exclusivity WAKR-TV is afforded as a result of the present rules. If the station loses its nonduplication protection, either through reconsideration of the rule or through a pending request for special relief filed by Scripps-Howard's VHF ABC affiliate, WEWS-TV Cleveland, "it is highly likely that Akron will lose its sole local television service."

He said he was not attempting to "prejudge the merits of the case," but to inform the commission of the "critical importance" of the nonduplication rules to "smaller, local TV stations."

Although all parties in the controversy involving requests for waiver or special relief as a result of the rule were served copies of the letter, Mr. Schildhouse contends it was "unusually offensive because it menaces due process." He called it an attempt "to intimidate," with its reference to the possibility of WAKR-TV being forced to cease operation.

"Something more than a rejection of the letter is indicated," he said. The finances of WAKR-TV are "at issue," he said. What's more, he said, the finances of all

the other Summit stations—three AM's and three FM's—should also be available for scrutiny.

Finally, he said, the commission should issue Mr. Berk a letter of admonishment and insert it in the files of the Summit stations. Something more than "unconcern is indicated if there is to be a reversal in the attitude of treating the rules [of procedure] as if they were mere guidelines," Mr. Schildhouse said. This incident, he added, affords the commission an opportunity "to take a stand against the appearance of the corrosion of process."

The Schildhouse letter was followed by one from William J. Dempsey, counsel for Scripps-Howard Broadcasting Co. He said that according to the Berk letter "any consideration would obviously involve a deviation of the most prejudicial kind from the commission's established rules and procedures." He asked the commission to consider "the serious question of what sanction should be imposed upon Summit."

Cable Briefs

Citizen group rebuffed. FCC denied petition by Concerned Citizens Coalition for Open Media of Worcester (Mass.) and refused to revoke certificate of compliance of Teleprompter of Worcester Inc. for its cable television system there. Group had contended that Teleprompter had failed to make its equal opportunity employment plan and records available for public inspection; had not hired women and minorities in proportion to their population in community; ceased its access programming, and committed various other breaches of its certification. But commission ruled that Teleprompter had already moved to correct its public file and that its

Hobson resigns. James Hobson, chief of the FCC's Cable Television Bureau, has submitted his resignation, effective March 1. Chairman Charles Ferris, in a "Dear Jim" response, said Mr. Hobson



Hobson

had been an "extraordinarily capable public servant," and "reluctantly" accepted his resignation. No immediate decision on a successor appears likely, as Chairman Ferris, in his letter, expressed hope that Mr. Hobson might be available to remain with the commission after March 1 "in some advisory capacity, at least to permit an orderly transition of your responsibilities." Mr. Hobson, who has not yet made a decision on his future, said he would provide such assistance, to the extent permitted by his personal plans. Mr. Hobson, who joined the commission in 1972, has headed the cable bureau since May 1976.

hiring practices concerning women and minorities were within commission guidelines.

Group owner enters cable. Harte-Hanks Communications announced agreement to purchase assets of Pasadena CATV (Lester Kamin, general partner), operator of cable system in Pasadena, Tex., for undisclosed price. Pasadena system has approximately 7,500 basic subscribers with 5,400 taking pay service. San Antonio, Tex.-based Harte-Hanks owns 26 daily newspapers and 54 non-daily publications in 33 markets and WFMY-TV Greensboro, N.C., WTLY-TV Jacksonville, Fla., and KENS-TV San Antonio.

Cox in Iowa. Through local referendum, Cox Cable Communications Inc. has won cable franchise for Cedar Rapids, Iowa, with plan to build 350 miles of plant, passing 37,000 homes. System will be owned 80% by Cox Cable; remainder will be in local hands. First service, perhaps 80-100 miles, is expected to be available by end of year. Use of Home Box Office pay service also is anticipated. Cox Cable, which already serves more than 483,000 subscribers in 41 systems, has another referendum in Marion, Iowa, scheduled for Jan. 24.

Local origination: Patience pays off

If you're a cable operator not finding much overnight success with locally originated programming, don't scrap the project. It takes time to nurture. And although you may not make a financial killing or even a profit, you'll make up for it in public service and public image.

That general philosophy emerged last week at a conference sponsored by the Alternative Media Center of New York University's School of the Arts. Discussed were the experiences of 28 interns sent across the country as part of a four-year CATV apprenticeship program. The program was funded with \$422,000 from the National Endowment for the Arts as well as matching grants from cable systems and nonprofit organizations.

A detailed report, in book form, is to be published by New York University this April.

According to Robert Pinto, apprenticeship program director, the interns' findings showed the necessity of high-interest local programming as well as adequate penetration by a cable system within the community. Unless a system serves a substantial number of households, he said, it is difficult to gain funding or advertising to support local programs.

He added that it may take three or four years before local origination comes up to speed, citing the time it takes to build audience interest as well as train a staff to "feel comfortable using the medium." Another key to success, he said, is cooperation from various parts of the community, cable systems and independent access centers.

Diplexing debut going well

Most broadcasters are pleased with new technique that sends both TV audio and video signals on one AT&T circuit resulting in improved audio frequency response

AT&T kicked in its "diplexing" system for transmitting both audio and video TV signals over a single circuit last week (BROADCASTING, Jan. 16), and initial reactions from broadcasters was reported to be generally positive.

The system stacks the audio signal onto the unused portion of the video spectrum (the 5.8 mhz subcarrier frequency), with diplexing encoders at the transmitting end and decoders at receiving terminals. The diplexed audio channel is transmitted over a bandwidth of 15 khz, as opposed to the previous five, significantly enhancing the sound quality. There is still room for a second audio channel to be placed further above the video (at 6.4 mhz subcarrier frequency) that AT&T believes could be used for stereo TV transmission by as early as the end of the year.

AT&T engineers reported no problems or complaints with the system after its first few days in operation. Engineers at NBC-TV and CBS-TV also reported no trouble. But Julius Barnathan, president of ABC Broadcast Operations and Engineering, said that his network had experienced interference with frame stores, which he attributed to the diplexing system. He speculated that the problem might be an inadequate decoding of the diplexed signal. But the system's biggest drawback, Mr. Barnathan said, is that in times of network technical trouble, stations will always lose both audio and video at once; in the "old days" of two weeks ago, there was a chance of keeping one or the other.

Frank Flemming, vice president of engineering at NBC, said he expects some bugs will show up in the early days, but that he's happy to have the 15 khz sound. "It's such a vastly improved audio," he said. "We're delighted." To protect against bugs, AT&T has left its previous transmission system intact for the breaking-in period.

Specifications for the diplexing system were worked out over the last few years by the Network Transmission Committee, which consists of engineers from the three commercial networks, the Public Broadcasting Service and Bell Laboratories.

PBS has decided not to convert to the system, because of its plans to go to all-satellite transmission. AT&T has distributed briefcase-sized decoders at all stations with AT&T terminations, while the networks have been supplied with encoders.

The system will result in considerable savings for AT&T by freeing the circuits

previously used to carry audio signals. However, a spokesman for the company said he doesn't expect a price cut for transmission so much as he hopes for a slow-down in price increases, and executives at the commercial networks said they know of no campaign to force price cuts. Another benefit of the diplexing system for both AT&T and broadcasters is expected to be the reduction in the number of switching errors because of the elimination of the separate audio transmission. Jerry Cohan, product manager for AT&T Long Lines, said that the company plans to file with the FCC for use of the higher end of the band for the second audio channel within the next few months. Given that approval, he said, stereo TV broadcasts may be possible, if not actually functional, by late this year.

Stations can now broadcast network and other outside feeds with the same sound quality as local originations. Most viewers won't be able to notice the improvement, however, unless they have one of the better new TV sets or one of the older "home entertainment centers" that combined high fidelity sound equipment with the TV set. Stereo broadcasts would, of course, require modification of both transmitting and receiving techniques and apparatus. In Mr. Barnathan's view, the problems of doing so would outweigh the benefits—"For what, voices?" he said. But he added that the ability to use two audio channels can be used in other ways, such as broadcasting simultaneously in two languages. That has already been done in Japan, he said, and would require only a simple decoding box on the viewer's set.

Valtec purchase of fiber-optics firm OK'd

Stockholders of Valtec Corp., a West Boylston, Mass.-based manufacturer of electro optics and fiber optics products, and Comm/Scope have approved the purchase of Comm/Scope by Valtec.

Comm/Scope, headquartered in Catawba, N.C., manufactures cable, primarily for CATV systems, and will now

expand into fiber optic system development and manufacturing. The two firms have already developed and installed a fiber optics telephone system in Las Vegas.

Valtec will increase its common stock from three to five million shares and will use 1.4 million shares for the acquisition in which Comm/Scope shareholders will receive three Valtec shares for each of their Comm/Scope issues. Valtec stock, which trades over the counter, closed last Tuesday (Jan. 17) at \$6.50.

Valtec said that Comm/Scope will function as a wholly owned subsidiary with no changes in management, operation or location and Comm/Scope Chairman George Hutton and President Frank Drendel will become Valtec directors.

High court will review case against imports

The U.S. Supreme Court last week agreed to hear arguments in the eight-year court battle waged by Zenith Radio Corp. over the prices of Japanese color television sets sold in this country. If the court rules that a commodity tax imposed by Japan on sets sold there but not on those exported to the U.S. requires that this country establish "countervailing duties" on Japanese sets sold in the U.S., Americans can expect to pay more for electronics imports. If the court rules against Zenith, however, there will be, as one industry group said, no end to "the flood of Japanese color television sets now being imported into the United States."

Zenith asked the court to overturn a July 1977 U.S. Court of Customs and Patent Appeals ruling that the Japanese remittance of its commodity tax on exported sets is not an unfair international trade practice. In a 3-to-2 decision, the lower court ruled that Japan was not paying for or bestowing a grant requiring the United States to impose countervailing duties (BROADCASTING, Aug. 1, 1977).

But Zenith, which won one round of its fight last spring in the U.S. Customs Court



For the bird. Public broadcasting officials signed a \$12.9-million agreement with Rockwell International's Commercial Telecommunications Group for approximately 192 receive-only radio earth terminals. Signatories were (l to r): William D. Houser, director of the Corporation for Public Broadcasting's satellite interconnection project; R.L. Wolf, vice president of the Commercial Telecommunications Group; Henry Loomis, president of CPB, and Frank Mankiewicz, president of National Public Radio. Plans for the construction of the system call for preliminary work, including site studies for the 4.5-meter antenna dishes, to begin immediately. Delivery, installation and testing are expected to be completed by Jan. 1, 1980.

in New York (BROADCASTING, April 18, 25, 1977), asked the Supreme Court to correct the "mischief" of a decision that, if allowed to stand, "would constitute judicial cooperation in the executive's refusal to honor the exercise by Congress of its constitutional power and duty to regulate foreign commerce."

Friend of the court briefs supporting Zenith were filed by the Committee to Preserve Color Television (COMPACT), United States Steel Corp. and Bethlehem Steel Corp. COMPACT told the court that any decision reached would affect "the entire consumer electronics industry." The two steel companies also sided with Zenith. Bethlehem said it would likely "sustain substantial long-term harm" if the appeals court decision were upheld.

The Treasury Department, which is asking the court to uphold the decision, said that a reversal would "not only risk a significant breakdown in international trading agreements and retaliatory actions from our trading partners, but also would undermine our negotiating flexibility" in future trade negotiations.

Technical briefs

Dutch Sony. Sony Corp. has formed Netherlands subsidiary for sales of broadcast video equipment. Main products are to be

one-inch helical scan recorders and accessories.

Extended disk. Development of two-hour double-sided video disk was announced by Philips and MCA Inc. Companies said disk system is to be introduced to consumers later this year. Announcement follows development of two-hour disk systems by Matsushita and RCA.

New distributor. Marconi Communications Systems Ltd. has been named worldwide distributor for Orrox Corp.'s CMX series video-tape editing systems.

All set. Tokyo Shibaura Electric Co. (Toshiba) will open TV set factory outside Nashville with production expected to start in summer. Three firms, Sony, Matsushita and Sanyo, already have U.S. plants and Mitsubishi and Hitachi have plans to build. Action stems from U.S. government-imposed 1.75 million unit limit on Japanese color sets starting next July 1. Japan exported 2.96 million color sets to U.S. in 1976.

Another vote for Type C. NEC America Inc.'s broadcast equipment division will manufacture one-inch helical tape recorder in Type C (Sony-Ampex) non-segmented format, it was announced last week by R. Denis Fraser, general manager. Subsidiary of Japan's Nippon Electric Co. will have first production models available in August. NEC's products for U.S. broad-

cast market are being sold through dealer-distributor channels.

New monitor. Gorman-Redlich Manufacturing, Athens, Ohio, offers new digital AM antenna monitor. Model CMR is fully remotable, features true ratio readout, unsymmetric modulation, and has DC outputs for remote phase and ratio readings plus LED displays with continuous phase sign and BCD outputs. Price is \$1,990 for two antenna towers.

Upgrading in New Orleans. RCA Broadcast Systems, Camden, N.J., reports WVUE(TV) New Orleans has ordered RCA transmitting and studio equipment valued at about \$900,000. Equipment includes two RCA TT-25FH 25 kw transmitters, videotape cartridge recorder and portable production camera.

Dickinson honored. Electronic Industries Association has chosen William A. Dickinson to receive its 1977 engineering award of excellence. Award recognizes Mr. Dickinson (design engineering manager, electronic tube division, GTE Sylvania) for contributions during 30 years on EIA Joint Electron Devices Committee, of which he was chairman for 12 years which "insured the orderly development of picture tubes during the phenomenal growth of television."

Fates & Fortunes

Media

Jonathan Hall, director of National Association of Broadcasters Radio Information Office, Washington, will join Radio Advertising Bureau, New York, as assistant to president, effective March 1. Mr. Hall was also editor of NAB's *Radioactive* magazine, post that will go to **Sandi Barclay**, now associate editor.

Diana Calland, associate director of radio activities at Corporation for Public Broadcasting, Washington, named director of radio activities. She succeeds **Tom Warnock**, who left CPB last December to become senior VP at National Public Radio, Washington (BROADCASTING, Dec. 5, 1977).

Michael Waterkotte, advertising and promotion director, WXYZ(AM) Detroit, named to same position, WLS(AM) Chicago.

Ken Miller, general sales manager, KMPC(AM) Los Angeles, named to additional post of assistant general manager.

Barbara A. Clark, assistant to senior VP-community affairs, WPIX(TV) New York, named to newly created position of manager, community affairs.

Barbara Harland, with Jon Carter Co., Boston

agency, joins WNAC-TV there as advertising manager. **Lia Giniusz**, with advertising department, appointed promotion coordinator.

Chris Michaels, creative head-public relations director, WGLI(AM) Babylon, N.Y., named promotion administrator, WYNY(FM) New York.

Buddy Leathers, president and executive director, Carolina Christian Communications, named general manager of that organization's ch. 22 UHF under construction in Raleigh, N.C. Permittee has applied for WLFL-TV call letters.

Sharman Sickels, assistant to general manager, WNIC-AM-FM Dearborn, Mich., appointed assistant general manager of stations.

Mark A. Kravetz, director of sales, WTOB(AM) Winston-Salem, N.C., appointed station manager.

Mary Lou Helmbrock, with WCPO-TV Cincinnati, appointed personnel manager.

John A. Bulmer, general manager, WPNM(FM) Ottawa, Ohio, named VP of licensee, Triplett Broadcasting.

Mark Greeley, with WPRB(FM) Princeton, N.J., appointed station manager.

Neal (Moon) Mullins, program director,

WINN(AM) Louisville, Ky., promoted to operations director.

James Madaus, weatherman-announcer, WREX-TV Rockford, Ill., named promotion manager.

Roy S. Lamberton, program manager, non-commercial KETR(FM) Commerce, Tex., named director-manager, KGOU(FM) Norman, Okla.

Broadcast Advertising

Joseph Brouillard, president of J. Walter Thompson's corporate communications division, named executive VP of parent organization, J. Walter Thompson Co., New York.

John Caples, VP, BBDO, New York, and **George Gallup**, chairman, The Gallup Organization, New York, elected to American Advertising Federation's Advertising Hall of Fame. Mr. Caples is known for early work in direct-response advertising and is credited with creating ad, "They laughed when I sat down at the piano. But when I started to play..." He has been with BBDO for 50 years. Dr. Gallup is recognized for his work in public opinion research and his pioneering efforts in measuring advertising audiences and ad effectiveness.

William S. Baker, executive creative director, Foote, Cone & Belding, Chicago, and **Ronald**



Baker

Hoff

G. Hoff, executive creative director, FC&B's New York office, named executive VP's.

William T. Crowell, general sales manager, KMOX-TV St. Louis, named to same position, KPLR-TV there.

Jon Hirschberg, account executive, CBS Radio Spot Sales, Chicago, named sales manager, CBS's WEEI(AM) Boston.

Phillip Naquin Jr., VP-management supervisor, Norman, Craig & Kummel, New York, appointed senior VP **Richard Howell**, account supervisor there, named VP.

Tino Pappas, research planner, marketing and research department, Petry Television, New York, appointed planner supervisor. **Joan Aveni**, senior research analyst in department, appointed analyst supervisor.

David B. Skillman, Eastern sales manager, WBBM-TV Chicago, named general sales manager, WPIX-FM New York, replacing **Dick Newman** who is forming New York-based syndication-sales consultancy.

Robert Longwell, regional manager, McGavren-Guild Radio, Detroit, named national sales manager, WRIF(FM) there.

Lois Turner, account executive, KYOK(AM) Houston, named to same position at KTRK-TV there.

Stephen P. Arbeit, VP-director of planning, McDonald & Little, Atlanta, named executive VP-director of marketing services.

Richard C. Candor, VP-associate creative director, Campbell-Ewald, Detroit, named senior VP-executive director, creative services for Goodyear account.

Tim O'Sullivan, general sales manager, WOL(AM) Washington, named account executive, WINS(AM) New York.

James A. Calderone, associate creative director, Ketchum, MacLeod & Grove, Pittsburgh, named VP.

Phyllis Ham Pentecost, saleswoman with various Washington-area media, joins WTOP(AM) Washington as account executive.

Don Schuster, with WTCM(AM) Traverse City, Mich., joins WWJ-FM Detroit as account executive.

Marilyn Hayden, promotion director-account executive, WTOP(AM) Washington, named account executive, WJLA-TV there.

Mary Marr, account executive, ABC Radio Spot Sales, New York, joins ABC-owned KABC(AM) Los Angeles on sales staff.

G. Steven Dapper, partner-executive VP, Henderson & Dapper Advertising, New York,

named advertising account manager, Ketchum, MacLeod & Grove, Pittsburgh.

Philip I. Rabin, account supervisor, Henry J. Kaufman & Associates, Washington, and **Beth A. Wright**, market research bureau manager there, named VP's.

Sheldon Taule, VP, VanSant Dugdale, Baltimore, elected senior VP. **Burt Davis**, media supervisor there, named VP.

Teresa Kay Booker, broadcast manager, Gimbel's department stores, Pittsburgh, named retail account executive, Byer & Bowman, Columbus, Ohio.

William Frey, account executive, KKTV(TV) Colorado Springs, named to same position, KOLO(AM) Reno.

Dick Ferrin, account executive, KRAM(AM) Las Vegas, named to same position, KORK-AM-FM there.

Charles S. Schnell, with *Shopper News*, Cleveland, joins WCUE(AM)-WKDD(FM) Akron, Ohio, as regional account executive.

Rigby Wilson, account executive, WLYH-TV Lancaster, Pa., named assistant sales manager.

Phil Zachary, with WTAG(AM) Worcester, Mass., joins WNEB(AM) there on sales staff.

Elliot Lazarus, sales manager/senior marketing consultant, KORJ(FM) Garden Grove, Calif., joins KNAC(FM) Long Beach, Calif., sales staff.

James G. Edwards, general sales manager, WCIV(TV) Charleston, S.C., named VP-sales. He is succeeded by **Stephen G. Brock**, WCIV national sales manager.

Programing



Hughes

Robert Doudell, assistant head of production, Warner Bros. Television, named director of production operations, Metromedia Producers Corp. **Nona Parmalee Brown**, literary liaison, Quinn Martin Productions and International Literary Agents Ltd., named MPC director of development.

Herb Lazarus, VP and general manager, Columbia Pictures Television, Los Angeles, joins Television Representatives International there. TRI is involved in representing independent television producers and in consulting for producers and broadcasters. It also distributes *Carol Burnett and Friends* TV show.

Richard Traum, programing administration manager, NBC-TV, New York, named director, late night programs and administration.

Martin J. Groothuis, director of business affairs, 20th Century-Fox Television, Beverly Hills, Calif., named VP-business affairs, syndication, production and distribution.

Robert N. Brand, director of dramatic series development, MGM Television, New York, named VP, program development.

Susan Howe, programing secretary, WLW(AM) Cincinnati, promoted to operations assistant.

John Proffitt, former director of programing, KCMO-TV Kansas City, Mo., joins KENS-TV San Antonio, Tex., as director of programing and operations.

C. Stephen Currie, program-promotion manager, WSFA-TV Montgomery, Ala., named to same post, WDSU-TV New Orleans.

Frank Taylor, director, KOIN-TV Portland, Ore., named production manager.

Tom Heinsohn, former Boston Celtics coach, named color commentator for Boston College basketball on WLVI-TV Cambridge, Mass.

Jack (Bucks) Braun, music director, WINN(AM) Louisville, Ky., named program director.

Tom Richards, public affairs director, WMGX(FM) Portland, Me., named program director.

Atlanta Flames (hockey) left winger **Eric Vall** and marathon runner **Gayle Barron** join WAGA-TV Atlanta sports staff.

Herbert Glass, editor-in-chief, *Performing Arts* magazine, Los Angeles, named program development consultant, noncommercial KUSC(FM) there.

David Terrasi, financial analyst-director of tax services, Metro-Goldwyn-Mayer, Culver City, Calif., named assistant treasurer.

Broadcast Journalism

Pamela Hill, documentary producer, ABC News, named executive producer of television documentaries there (BROADCASTING, Jan. 9).

Michael R. Whitney, newswriter-producer, CBS Radio News, New York, named news editor.

Mona Rivera, assistant assignment editor and newswriter, WPIX-TV New York, joins WNEW(AM) there as news reporter.

Robert K. Schuman, news director, KLIF(AM) Dallas, named to same position, WSAI(AM) Cincinnati.

Bob Perkins, formerly with KDKA-TV Pittsburgh, joins WPEZ(FM) there as morning news anchor.

Larry Richei, executive news producer, KBTU(TV) Denver, named to same post, WDSU-TV New Orleans.

Bill Rice, with KVI-FM Seattle, appointed news director.

Mark W. Barash, production manager and sports director, WGSM(AM) Huntington, N.Y., joins KFSN-TV Fresno, Calif., as sports director.

Jeff Starr, with WICE(AM) Providence, R.I., appointed news and sports director, WNEB(AM) Worcester, Mass.

Mary Ann Eads Sturgeon, reporter and afternoon desk editor, WOMI(AM)-WBKR(FM) Owensboro, Ky., appointed news director.

Terrance Bynum, reporter-photographer,

WEYI-TV Saginaw, Mich., appointed news manager.

Tim Granahan, news director, KNOR(AM) Norman, Okla., named to same post at KGOU(FM) there.

Congressional Radio-TV Correspondents Association has elected new officers for 1978: **Joe Benton**, Post-Newsweek Stations, chairman; **Phil Jones**, CBS, chairman-elect, 1979; **Linda Werthheimer**, National Public Radio, vice chairman. Other executive committee members are **Don Farmer**, ABC; **Vic Ratner**, ABC; **Russ Ward**, NBC, and **Joe Tomko**, Evening News Broadcasting.

Cable

Carl A. Sambus, with Viacom, New York, appointed director of business affairs for Viacom's pay television subsidiary, Showtime.

David Korte, formerly consultant with New York State Commission on Cable Television, Albany, joins Cable Television Information Center, Washington, as regional director.

Lois A. Pearl, with Continental Cablevision of Miami Valley, Dayton, Ohio, appointed commercial sales manager.

Equipment & Engineering

Carl J. Cangelosi, general counsel; **Dennis W. Elliott**, director of finance, and **Charles H. Twitty**, director of industrial relations, RCA American Communications, Piscataway, N.J., named VP's.

John Gable, **Ben Greenberg**, and **Joe Maltz**, with engineering staff, ABC, New York, appointed managers, Audio/Video Systems Group.

Allied Fields

Raymond L. Randall, assistant director of Federal Trade Commission's Washington regional office, named acting director of FTC's office of public information.

John H. Spellman, associate, Hamel, Park, McCabe & Saunders, Washington, named partner in that law firm.

George R. Grange II, with law firm of Zuckert, Scoutt & Rosenberger, Washington, joins law offices of James A. Gammon there..

Tom W. Brown, counsel for Georgia Association of Broadcasters, has joined firm of Morris, O'Brien & Manning, Atlanta. He had been with firm now known as Kutak, Rock & Huie. Mr. Brown is son of Walter J. Brown, president of WSPA-TV Spartanburg, S.C.

Deaths

Martin A. Trapp, 42, former VP and associate

media director, Benton & Bowles, New York, died of cancer at Point Pleasant (N.J.) hospital on Jan. 10. He is survived by his wife, Elizabeth, and two daughters.

Susan A. S. McCall, 35 former VP at McCaffrey & McCall, New York and copywriter at Young & Rubicam and Ted Bates Co., died in New York on Jan. 11 after suffering stroke. She is survived by her husband, David McCall, chairman of McCaffrey & McCall, and daughter.

Don Gillis, 65, composer and former producer of NBC Symphony radio broadcasts under Arturo Toscanini from 1944 until 1954, died of a heart attack Jan. 10 in Columbia, S.C. More recently he was composer in residence at University of South Carolina and chairman of its media arts department. He is survived by his wife, Barbara, two daughters and son.

Don Mallory, 54, senior news correspondent, KGBT-AM-TV-KELT(FM) Harlingen, Tex., died Jan. 10 of heart attack. He is survived by his wife and five children.



Dill

Former Senator **Clarence C. Dill** (D-Wash.), 93, who helped draft the Communications Act of 1934, died Jan. 14 in Spokane, Wash. Death was ascribed to a "general weakness" that he had been suffering in recent years and for which he re-entered a Spokane hospital Dec. 14.

Mr. Dill served in the House of Representatives from 1915 to 1919 and in the Senate from 1923 to 1935. It was while he was chairman of the Senate Commerce Committee that he co-sponsored the Dill-Rayburn bill (S.3285) which became the Communications Act (BRADCASTING, June 15, 1934). It abolished the Federal Radio Commission after a seven-year tenure and established the present Federal Communications Commission on July 1, 1934.

After leaving the Senate, Mr. Dill returned to private law practice in Spokane and Washington, D.C. He ran again for Congress in 1942, but was unsuccessful. Survivors include a brother, Walter Dill, and a nephew, Wendell Dill.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Jan. 6 through Jan. 12.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Station

Action

■ Grass Valley, Calif.—Broadcast Bureau granted Nevada County Broadcasters 1250 khz, 500 w-D P.O.

address: 3350 Watt Ave., Sacramento, Calif. 95821. Estimated construction cost \$78,950; first-year operating cost \$61,116; revenue \$65,000. Format: MOR. Principal: Carroll E. Brock (100%) is vice president of contracting and development company, escrow company and mortgage company and has interests in ice skating arenas in Sacramento. Action Jan. 11.

Ownership changes

Applications

■ KWAV(FM) Monterey, Calif. (96.9 mhz, 18kw)—Seeks assignment of license from A-B Chemical Corp. to James E. Brown & Associates for \$550,000. Seller: is wholly owned subsidiary of National Distillers and Chemical Corp. which has decided to sell KWAV(FM) and thus terminate its broadcast investments. Buyer: 51% owned by James E. Brown and 49% by his wife Anne L., has no other broadcast interests. Ann. Jan. 10.

■ WWJB(AM) Brooksville, Fla. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Hunter-Knight Broadcasting Inc. to Hernando County Radio Inc. for \$275,000. Seller: is principally owned by William A. Hunter, 55%, who owns 38½% of

WDOT(AM) Burlington, Vt. and 35% of WTMC(AM) Ocala, Fla., and Phillip M. Knight, 28%, director and 6% owner of WTMC(AM). Both own (50%) WDAT(AM) Ormond Beach, Fla. Buyer is 30% owned by John C. Clancy, president and general manager of WFLR-AM-FM Dundee, N.Y.; 35% by Robert L. Hinson, Penn Yan businessman, and 35% by Donald L. Stork, Penn Yan insurance broker and secretary-treasurer WFLR-AM-FM. Ann. Jan. 10.

■ WETO(AM) DeLand, Fla. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from West Volusia Broadcasters Inc. to James S. Beattie for \$270,000. Seller: principal owner Keith Walker, has no other broadcast interests. Buyer, James S. Beattie presently owns WEXY(AM) Oakland Park (Fort Lauderdale) Fla. and 2% interest WSSA(AM) Morrow, Ga. Ann. Jan. 10.

■ WSUZ(AM) Palatka, Fla. (800 khz, 1 kw-D)—Seeks assignment of license from Wayne E. Bullock to WG Enterprises Inc. for \$155,000. Seller: has no other broadcast interests and would like to pursue some other field in broadcast industry. Buyer is 50% owned by James Stephen Wilkerson, Charleston, W.Va. dentist with no other broadcast interests; and 50% owned by August Joseph Greiner, Florida clothing retailer with no other broadcast interests. Ann. Jan. 10.

■ WLAK(FM) Chicago (93.9 mhz, 6 kw)—Seeks

assignment of license from Sudbrink Broadcasting Inc. to Radio WLAK Inc. for \$4,250,000. Seller: is principally owned by Robert W. Sudbrink and his wife Margareta S. It also owns WLYF(FM) Miami, WFUN(AM) South Miami; WEZW(FM) Wauwatosa, Wis., and WPCH(FM)-WIIN(AM) Atlanta, although applications to sell WEZW, WPLH, WIIN and WLYF are pending with commission. Buyer is a wholly-owned subsidiary of Storer Broadcasting Co., publicly-traded group owner. Ann. Jan. 10.

■ **WBOW(AM)-WBOQ(FM)** Terre Haute, Ind. (AM: 1230 khz, 1 kw-D, 250 w-N; FM: 107.5 mhz, 46 kw)—Seeks assignment of license from Ohio Broadcasting Corp. to WBOW-WBOZ Inc. for \$750,000 plus adjustments. Seller: is 90% owned by Eastern Broadcasting, of which Roger A. Neuhoft is principal stockholder, owner of WCVS(AM) Springfield, Ill.; WHUT(AM)-WLHN(FM) Anderson, Ind., and through subsidiary, WRSC(AM)-WQWK(FM) State College, Pa. WBOW-WBOQ Inc. is wholly-owned subsidiary of Quincy Newspapers Inc., licensee of WGEM-FM and 88% of WGEM-AM-TV, all Quincy, Ill.; WSIV(TV) Elkhart, Ind., and KTTC(TV) Rochester, Minn. QNI is Illinois corp. owned by 40 stockholders, principal among them F.M. Lindsay Jr., chairman of the board, and his family individually and in trusts. Ann. Jan. 10.

■ **KEXS(AM)** Excelsior Springs, Mo. (1090 khz, 250 w-D)—Seeks transfer of control of Jeffo Television Corp. from F. William Kasman and others (100% before; none after) to Willie A. Williams and Aubrey Williams (none before; 100% after). Consideration: \$295,000. Principals: F. William Kasman owns 85%, 27 others own remainder. Buyer is 55.56% owned by Willie A. Williams, Raytown, Mo. real estate salesperson, and his wife Aubrey 44.44%. Ann. Jan. 10.

■ **KXEO(AM)-KWWR—FM** Mexico, Mo. (AM: 1340 khz, 1 kw-D, 250 w-N; FM: 95.7 mhz, 55 kw)—Seeks transfer of control of Adrian Broadcasting Corp. from W. Earl Dougherty (100% before; none after) to KXEO Radio Inc. (none before; 100% after). Consideration: \$418,449. Principals: Transferors own all outstanding stock Mr. Dougherty 33%, Ms. Dougherty 20% and Ms. Mossman 8%, and have no other broadcast interests. Buyer is principally owned by Galen O. Gibert, 50.5%, majority owner of KSWM(AM) Aurora, Mo., KBTN(AM) Neosho, Mo.; KTLQ(AM) Tahlequah, Okla.; KPET(AM), KCOT(FM) both Lamesa, Tex., and KZEE(AM) Weatherford, Tex. Ann. Jan. 10.

■ **WIRC(AM)-WXRC(FM)** Hickory, N.C. (AM: 630 khz, 1 kw-D FM: 95.7 mhz, 27 kw)—Seeks transfer of control of Foothills Broadcasting Inc. from Estate of Edmond H. Smith Sr., Joseph A. Moretz, Scott H. Smith, et al. (100% before; none after) to Broadcast Ltd. (none before; 100% after). Consideration: \$825,000. Principals: Margaret A. Smith and A. H. Burgess are co-executors of the estate of Edmond H. Smith 60% owner of Foothills, Joseph A. Moretz 23% is other principal owner. None has other broadcast interests. Buyer is 40% owned by Thomas L. Swatzel Jr., 30% by William L. McDonald III, both Hickory businessmen and 30% by Jerry W. Oakley, president, general manager and 100% owner WFBS(AM) Spring Lake, N.C. Ann. Jan. 10.

■ **KYNG(AM)** Coos Bay, Ore. (1420 khz, 1 kw-D)—Seeks assignment of license from Pacific Western Broadcasters Inc. to Sequoia Broadcasting Inc. for \$425,000. Seller: is wholly-owned by Phillip C. Waters, no other broadcast interests, who wishes to retire due to heart condition. Buyer is Oregon corporation principally owned by Richard J. Behrendt, 47.50% and wife Susan G., 47.50%. Ms. Behrendt owns 10% KAST(AM) Astoria, Ore. and 11% KOIN-AM-FM-TV Portland, Ore. Sequoia Broadcasting will be applying for FM channel in Coos Bay in near future. Ann. Jan. 10.

■ **WSIM(FM)** Red Bank, Tenn. (94.3 mhz, 3 kw)—Seeks assignment of license from Roy Davis to W.S.I.M. Inc. for \$450,000. Seller: has no other broadcast interests and is restructuring finances subsequent to period of poor health. Buyer is new corporation with no other broadcast interests wholly-owned by WFLI Inc., licensee of WFLI(AM) Lookout Mountain, Tenn. WFLI Inc. is principally owned by William E. Bennis Jr., 43.3%, remainder by his immediate family. Ann. Jan. 10.

■ **KDLT(AM)** Delta, UTAH (540 khz, 1 kw-D)—Seeks assignment of license from Glen S. Gardner to John Miner for \$120,000. Seller: has no other broadcast interests. Buyer is general manager of KDXU-

Call letters

Applications

Call	Sought by
New AM's	
WJXL	H-M-S Broadcasting, Jacksonville, Ala.
WRSM	Sumlon Broadcasting, Sumlon, Ala.
New FM's	
KOOK-FM	Mattco, Billings, Mont.
KWRO-FM	KWRO Broadcasting, Coquille, Ore.
KTAS	Pendleton Broadcasting, Pendleton, Ore.
*WRRC	Radford College, Radford, Va.
Existing AM's	
KGNR	KCRA Sacramento, Calif.
KWLS	KWNS Pratt, Kan.
WRDD	WBCM Bay City, Mich.
Existing FM's	
KNTF	KSOM-FM Ontario, Calif.
WNFO	WTLD-FM Lake City, Fla.
WSAK	WFWA Sullivan, Ill.
KWLS-FM	KWNS-FM Pratt, Kan.
WOXB	WRIL Grenada, Miss.
WPCM	WNCB Burlington, N.C.
KSKD	KORI Salem, Ore.
KNFO	KEFC Waco, Tex.

Grants

Call	Assigned to
New AM	
KAWS	Sabine Broadcasting, Hemphill, Tex.
New FM's	
KCLY	Taylor Communications, Clay Center, Kan.
WWSL	H&G Inc., Philadelphia, Miss.
*WERV	South Carolina Educational Television, Beaufort, S.C.
KJMC	Sevier Valley Broadcasting, Richfield, Utah
Existing TV	
KYEL-TV	KBLU-TV Yuma, Ariz.
Existing AM's	
WPJL	WRNC Raleigh, N.C.
KEAN	KNIT Abilene, Tex.
Existing FM's	
KJYK	KAIR-FM Tucson
*KLRE-FM	KLRE Little Rock, Ark.
WKKI	WMER Celina, Ohio
WOXY	WOXR Oxford, Ohio
WALR-FM	WALR Union City, Tenn.
KEAN-FM	KNIT-FM Abilene, Tex.
*KGSU-FM	KCDR-FM Cedar City, Utah
WAVA	WAVA-FM Arlington, Va.

AM-FM St. George, Utah both of which are owned by his wife Julie P. Miner. Ann. Jan. 10.

■ **WMEK(AM)** Chase City, Va. (980 khz, 500 w-D)—Seeks transfer of control of Mecklenburg Broadcasting Co. from John L. Cole Jr. (75% before; none after) to Arthur A. Moran Jr. (25% before; 100% after). Consideration: \$99,384.75. Principals: John L. Cole Jr. is retiring president of Mecklenburg and has no other broadcast interests. Arthur A. Moran Jr., vice president of Mecklenburg, has no other broadcast interests. Ann. Jan. 10.

■ **KAPS(AM)** Mt. Vernon, Wash (1470 khz, 500 w-D, DA)—Seeks transfer of control of Totem Broadcasters Inc. from George B. Aller (100% before; none after) to Valley Broadcasters Inc. (none before; 100% after). Consideration: \$380,000. Principals: Mr. Aller is retiring and has no other broadcast interests. Buyer is 60% owned by Bruce Shorts, Seattle real estate investor, and 40% owned by James J. Keane, KREM-AM-FM Spokane, Wash. sales manager. Mr. Shorts

daughter and son-in-law own KNOI(AM) Pullman, Wash. Ann. Jan. 10.

Actions

■ **KRLW(AM) KCAC(FM)** Walnut Ridge, Ark. (AM: 1320 khz, kw-D; FM: 106.3 mhz, 3 kw) Broadcast Bureau granted transfer of control of Lawrence County Broadcasting, Inc. from William H. Cate (40% before; none after) to Danny J. Coker (20% before; 60% after). Consideration: \$140,000. Principals: Mr. Cate also owns 51% of Madison County Broadcasting Co., licensee of KFTW(AM) Fredericktown, Mo. Mr. Coker is 9% owner of Madison County Broadcasting. Balance of stock in licensee is held by R.O. Norris. Action Dec. 28.

■ **KWUN(AM)** Concord, Calif. (1480 khz, 500 w-D;—Broadcast Bureau granted transfer of control of Adler Communications Co. from William D. Adler (100% before; none after) to Arthur C. Youngberg (none before; 100% after). Consideration: \$475,000. Principals: Mr. Adler has no other broadcast interests. Buyer is syndicated journalist. He formerly owned KPRL(AM) Paso Robles and KVON(AM) Napa, both California. Action Dec. 21. (Price was stated incorrectly in BROADCASTING, Jan. 9.)

■ **KLEI(AM)** Kailua, Hawaii (1130 khz, 10kw-U;—Broadcast Bureau granted assignment of license from K-LEI Corp. to Carland Dorothy Schuele for \$238,720.01. Seller is principally owned by William W. Fisher, Cary J. Norman and Joseph A. Rateau (31.17% each). Balance is held by two others. None has other broadcast interests. Buyers married and equal owners, also own KRUX(FM) Santa Barbara Calif. Action Dec. 30.

■ **KWNS-AM-FM** Pratt, Kan. (AM: 1290 khz, 5 kw-D, 500 w-N; FM: 93.1 mhz, 29 kw)—Broadcast Bureau granted assignment of license from O'Malley-Kieffer Communications Co. to Lesso Inc. for \$277,000, plus \$99,000 covenant not to compete. Sellers are Donald J. O'Malley (70%) and George D. Kieffer (30%), who have no other broadcast interests. Buyer is owned by Laurence E. Steckline (95%) and William D. Kuhn (5%), owners of KJLS(FM) Hays, Kan. Mr. Steckline is applicant for new FM at Liberal, Kan. Action Dec. 28.

■ **KOYN(AM)** Billings, Mont. (910 khz, 1kw-D)—Broadcast Bureau granted assignment of license from Meyer Broadcasting Co. to R&R Broadcasting for \$425,000. Seller: is licensee of KOYN-FM, KFYZ-AM-FM-TV, Bismark, ND; KMOT-FM-TV Minot, ND; KUMB-TV Williston, ND; 90% of Meyer Great Falls Inc. and pending CP for new commercial TV broadcast station (ch. 7) to serve Dickinson, ND. Seller is owned principally by Marietta M. Ekberg. Buyer's one third owner, John Stephen Ralls, is former sales manager for KTCM-TV Helena, Mont. Robert J. Robinson and his brother, Michael, are Helena legislative assistant and accountant, respectively. Action Jan. 9.

■ **KMFM(FM)** San Antonio, Tex. (96.1 mhz, 60 kw)—Broadcast Bureau granted assignment of license from Rosa Lee Pennington to Classic Media Inc., for \$317,500. Seller: Mrs. Pennington is widow of original licensee, Harry Pennington Jr., and has no other broadcast interests. Buyer is owned equally by Stuart W. Epperson, his wife Nancy, Edward G. Atsinger III and his wife Mona. Mr. and Mrs. Epperson own WKBA(AM) Vinton, Va.; WRBX(AM) Chapel Hill, N.C., and 55% of KCFO(AM). Tulsa, Okla. Mr. and Mrs. Atsinger own KDAR(AM) Oxnard, Calif. Messrs. Epperson and Atsinger recently sold KBIS(AM) Bakersfield, Calif. Action Dec. 28.

Facilities changes

AM applications

■ **WFWR** Fort Wayne, Ind.—Seeks CP to change SL and TL, trans. and change hours of operation to U. Ann. Jan. 12.

■ **WBUK** Portage, Mich.—Seeks CP to increase power to 2.5 kw, change SL and trans. Ann. Jan. 12.

■ **WSPF** Hickory, N.C.—Seeks CP to increase power

to 5 kw and change type trans. Ann. Jan. 12.

- **WCLE** Cleveland, Tenn.—Seeks CP to increase power to 2.5 kw and change type trans. Ann. Jan. 12.
- **WRRR** Frederiksted, St. Croix, V.I.—Seeks CP to add nighttime power of 500 w, change hours of operation to U and SL. Ann. Jan. 12.
- **KQIN** Burien, Wash.—Seeks CP to change freq. to 810 khz, increase power to 5 kw non-DA, change type trans. and make changes in ant. system. Ann. Jan. 12.
- **WJJQ** Tomahawk, Wis.—Seeks CP to increase power to 10 kw and install DA. Ann. Jan. 14.

AM actions

- **KKBJ** Memidjo, Minn.—Broadcast Bureau granted mod. of CP to change nighttime power to 2.5 kw (BMP-14,517). Action Dec. 21.
- **KLAV** Las Vegas—Broadcast Bureau granted CP to change TL and SL, conditions (BP-21,063). Action Dec. 28.

FM applications

- ***WFIT** Melbourne, Fla.—Seeks CP to change freq. to 89.5 mhz, change type trans., ERP: 2.97 kw and HAAT: 92.6 ft. Ann. Jan. 12.
- **KRMQ** Provo, Utah—Seeks CP to change TL, type trans., type ant., make changes in ant. system; ERP: 50 kw (h&v) and HAAT: 2728 ft. (h&v). Ann. Jan. 12.

FM actions

- **WQEZ-FM** Birmingham, Ala.—Broadcast Bureau granted CP to change TL, install new trans., ant., make changes in ant. system, change TPO, ERP: 100 kw (h&v) and ant. height: 890 ft. (h&v) (BPH-10,707). Action Dec. 28.
- **KLRV-FM** Carmel, Calif.—Broadcast Bureau granted CP to redetermine TL and SL, change TPO and ERP: .80 kw (h&v), ant. height: 590 ft. (h&v) (BPH-10,800). Action Dec. 27.
- **WYYD-FM** Raleigh, N.C.—Broadcast Bureau granted CP to change aux. TL, use aux. trans. with ant., ERP: 26 kw (h&v) and ant. height: 930 ft. (h&v) (BPH-10,812). Action Dec. 28.
- **KREM-FM** Spokane, Wash.—Broadcast Bureau

Summary of broadcasting

FCC tabulations as of Dec. 31, 1977

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,487	6	20	4,513	48	4,569
Commercial FM	2,927	1	73	3,001	123	3,124
Educational FM	895	0	31	928	80	1,006
Total Radio	8,309	7	124	8,441	251	8,699
Commercial TV	723	1	3	727	53	780
VHF	513	1	2	516	6	522
UHF	210	0	1	211	47	258
Educational TV	242	3	14	259	6	265
VHF	93	1	7	101	3	104
UHF	149	2	7	158	3	161
Total TV	965	0	0	966	59	884
FM Translators	199	0	0	199	85	284
TV Translators	3,462	0	0	3,462	454	3,916
UHF	1,082	0	0	1,082	249	1,331
VHF	2,380	0	0	2,380	205	2,585

*Special temporary authorization

**Includes off-air licenses

granted CP to install trans. from proposed TL to be operated on 92.9 mhz, ERP: 5.7 kw (h&v) and ant. height: 2090 ft. (h&v) (BPH-10,816). Action Dec. 23.

- **WYXE-FM** Sun Prairie, Wis.—Broadcast Bureau granted CP to change TL and SL, install new trans., new ant. and make changes in ant. system; change TPO, ERP: 3 kw (h&v) and ant. height: 300 ft. (h&v) (BPH-10,809). Action Dec. 23.

In contest

Petition to deny

- **KCOP(TV)** Los Angeles—National Association For Better Broadcasting. Received Jan. 4, ann. Jan. 11.

Designated for hearing

- **Bozeman, Mont.**—Commission has designated for hearing mutually exclusive applications of Burt H. Oliphant, Western Media Inc. and Northern Sun Corp. for new FM on ch. 229 at Bozeman, Action Jan. 11.
- **Woodstock, N.Y.**—Commission has designated for hearing mutually exclusive applications of Woodstock Communications Inc., Woodstock Radio Inc. and Kingston Broadcasting Inc. for new FM on ch. 261 at Woodstock or Saugerties, both New York. Action Jan. 3.

Procedural rulings

- **Burbank and Pasadena, both California, George E. Cameron Jr. Communications et al., AM and FM proceeding:** (Docs. 20629-31)—ALJ John H. Conlin granted request by Broadcast Bureau and continued prehearing conference scheduled for Jan. 5 without date. Action Jan. 4.
- **Fresno, Calif., McClatchy Newspapers (KMJ-TV) and San Joaquin Communications Corp., TV proceeding:** (Docs. 21274-6)—ALJ Thomas B. Fitzpatrick scheduled further hearing conference for Jan. 13. Action Jan. 6.
- **Coral Gables, Fla., Independent Music Broadcasters, FM proceeding:** (Doc. 21494)—Chief ALJ Chester F. Naumowicz Jr. designated ALJ Reuben Lozner to serve as presiding judge, scheduled prehearing conference for Feb. 22 and hearing for April 5. Action Jan. 9.
- **Bardstown, Ky., Nelson County Broadcasting et al., FM proceeding:** (Docs. 21241-3)—ALJ Lenore G. Ehrig continued without date further hearing now scheduled for Jan. 11. Action Jan. 6.
- **Jeffersonton, Ky., J-Town Radio Co. and Pubcast Communications, FM proceeding:** (Docs. 21344-5)—ALJ Walter C. Miller cancelled Jan. 6, Jan. 20 and Jan. 27 procedural dates. Action Jan. 6.
- **Rochester, N.H., Strafford Broadcasting, FM proceeding:** (Doc. 20619)—ALJ Byron E. Harrison revised certain procedural dates. Action Jan. 3.
- **Media, Pa., Alexander S. Klein Jr. et al., FM proceeding:** (Docs. 20567-9)—ALJ David I. Kraushaar scheduled prehearing conference for Jan. 17. Action Jan. 3.
- **Gilmore, Tex., KHYM Broadcasting and Daniels Broadcasting, FM proceeding:** (Docs. 21281-2)—

ALJ James K. Cullen Jr. scheduled prehearing conference for Jan. 17. Action Jan. 3.

FCC decisions

- **Commission granted Alabama Citizens for Responsive Public Television stay of FCC ALJ Lenore G. Ehrig's Oct. 20, 1977, action closing record in Alabama educational TV proceeding (Docs. 20675-6).** Action Jan. 4.
- **KISR(FM)** Fort Smith, Ark.—Commission accepted for filing application of Megamedia to change ant. site and increase facilities of KISR(FM). Action Jan. 11.
- **KZSU(FM)** Stanford and **KFJC(FM)** Los Altos Hills, both California—Commission granted applications of educational FM stations to increase their power. Action Jan. 11.

Fines

- **WEQO(AM)** Whitley City, Ky.—Broadcast Bureau ordered licensee to forfeit \$500 for repeated violation of rule that operator in charge of transmitting system must read ant. meter while carrier is being modulated. Action Jan. 4.
- **KFRU(AM)** Columbia, Mo.—Broadcast Bureau ordered licensee to forfeit \$500 for operating at more than five percent of 1,000 w and nighttime operating power of 250 w. Action 5.
- **KRFG(FM)** Greenfield, Mo.—Broadcast Bureau ordered licensee to forfeit \$1,000 for criticizing or opposing candidacy of Howard Rader for sheriff of Dade county without notifying him. Action Jan. 5.
- **KSTF(TV)** Scottsbluff, Neb.—Broadcast Bureau notified licensee of apparent liability for \$350 for having greater than six months time between two power meter calibrations. Action Dec. 27.
- **WMTR(AM)** Morristown, N.J.—Broadcast Bureau denied review of order to forfeit \$500 for failure to abide by terms of station license. Action Dec. 15.
- **WALK(AM)** Patchogue, N.Y.—Broadcast Bureau notified licensee of apparent liability for \$300 for failure to make available for inspection data concerning equipment performance measurements. Action Dec. 21.
- **WDEF-TV** Chattanooga, Tenn.—Broadcast Bureau notified licensee of apparent liability for \$400 for failure to make required monthly measurements since Oct. 6, 1976, of visual carrier freq. and difference between visual carrier freq. and center freq. of aural trans. Action Dec. 28.

Other actions

- **Commission directed staff to make planned refund of portion of \$163 million in fees collected between 1970 and 1976 and move ahead with process of developing new fee schedule for future applications.** Action Jan. 11.
- **Commission issued revised listing of acceptable edi-**

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tions of forms 301-A, 309, 313, 324-A, 341, 345, 349-L and 349-P. Action Jan. 6.

Rulemaking

Action

■ Chief, Broadcast Bureau, on request of Golden Spike Television, extended from Jan. 6 to Jan. 20 time for filing replies in matter of proposal to remove non-commercial reservation of ch. 9 at Ogden, Utah, (Doc. 21358). Action Jan. 6.

Translators

Actions

- K45AB Kasilof, Alaska—Broadcast Bureau granted CP for new UHF TV translator station to rebroadcast KAKM Anchorage (BPTT-3398). Action Dec. 20.
- K61AX Wellton and Mohawk Valley, both Arizona—Broadcast Bureau granted CP for new UHF TV translator station to rebroadcast KAET Phoenix (BPTT-3380). Action Dec. 20.
- K63AV Welton and Mohawk Valley, both Arizona—Broadcast Bureau granted CP for new UHF TV translator station to rebroadcast KTAR Phoenix (BPTT-3381). Action Dec. 20.
- K65BB Welton and Mohawk Valley, both Arizona—Broadcast Bureau granted CP for new UHF TV translator station to rebroadcast KOOL Phoenix (BPTT-3382). Action Dec. 20.
- K67BI Welton and Mohawk Valley, both Arizona—Broadcast Bureau granted CP for new UHF TV translator station to rebroadcast KTVK Phoenix (BPTT-3383). Action Dec. 20.
- K69BQ Welton and Mohawk Valley, both Arizona—Broadcast Bureau granted CP for new UHF TV translator station to rebroadcast KPHO Phoenix

(BPTT-3384). Action Dec. 20.

- K05GI Buford, Colo.—Broadcast Bureau granted CP to change freq. from ch. 12 to ch. 5, add Upper White River area to present principal community, change type trans., increase output power to 10 w, change primary station to KBTV Denver, change via to BPTT-3300 White River area and make changes in ant. system for VHF TV translator station (BPTTV-5851). Action Dec. 12.
- K06JJ Meeker, Wilson Oil Camp, both Colorado—Broadcast Bureau granted CP to change freq. from ch. 7 ch. 6, change primary TV station to KBTV Denver, change via to BPTT-3298 Wilson Creek and Meeker, change type trans. and increase output power to 10 w for VHF TV translator station (BPTTV-5850). Action Dec. 12.

Cable

Applications

- Following operators of cable TV systems requested certificates of compliance, FCC announced Jan. 10 (stations listed are TV signals proposed for carriage):
- Marion CATV, for Marion county, Ohio (CAC-11017); WYAH-TV Portsmouth, Va., WTCG Atlanta.
- Galaxy Cablevision, for Kanawha Fall, W.Va. (CAC-11300); interim authorization.
- Kirby Cable, for Kern, Calif. (CAC-11620); interim authorization.
- Keyser Television, for New Creek District, Cabin Run, both West Virginia (CAC-11639-40); interim authorization.
- Circleville Cablevision, for Circleville, Ohio (CAC-11774); certificate of compliance.
- Bedford Improved TV, for Dedford, Snake Springs, Npier, East St. Clair, Colerain, all Pennsylvania (CAC-11860-5); interim authorization.
- Colony Cable TV, for Laurel, Ky. (CAC-11876); certificate of compliance.
- Fleetwood Multi Video, for Maiden Creek, Pa. (CAC-11900); interim authorization.
- Bettervision Systems, for Mannington, Buckhannon, Mt. Hope, Pine Grove, Reader, Wetzel, Salem, Industrial, all W. Va. (CAC-11920-35); interim authorization.
- Point View TV Cable, for Point Pleasant, New Haven, both West Virginia, Middleport, Pomeroy, both Ohio and Mason, W.Va. (CAC-11936-40, 45); interim authorization.
- Bettervision Systems, for Laurel Valley, Good Hope, Lost Creek, Harrison, all West Virginia, Oakland, Lock Lynn, Mt. Lake Park, Deer Park, all Maryland, Madison, Holly Hills, Lincoln Court, Upper Rukers, Third Street, Boone, Danville, Hill Street, Calloway, Brownston, Simpson, Taylor, all West Virginia (CAC-11947-69); interim authorization.
- K and K TV, for McDowell, Leckie, Pageton, Skygusty, Eckman, all West Virginia (CAC-12062-70); interim authorization.
- Betterview Cablevision, for San Manuel, Ariz. (CAC-12177); interim authorization.

- Carolina Cablevision Properties, for Cheraw, S.C. (CAC-12275); interim authorization.
- Sammons Communications, for Elk City, Okla. (CAC-12284); WYAH-TV Portsmouth, Va.
- Dudley Cablevision, for Dudley, Mass. (CAC-12294); interim authorization.
- Freeburn TV Cable, for Freeburn, Phelps, both Kentucky, Delorme, W.Va. (CAC-12321-3); interim authorization.
- Cablevision of Lindsey, for Lindsey, Okla. (CAC-12324); certificate of compliance.
- Court Cable, for Sabina, Ohio (CAC-12325); certificate of compliance.
- Warner Cable of Hampton, for Langley AFB, Va. (CAC-12333); certificate of compliance.
- Lakland Cablevision, for Detroit Lakes, Minn. (CAC-12335); WTCG Atlanta.
- Ingles TV Cable, for Guin, Ala. (CAC-12336); WOWL-TV Florence, Ala.
- Sayre TV Cable System, for Sayre, Okla. (CAC-12337); WTCG Atlanta, WYAH-TV Portsmouth, Va., KAUZ-TV Wichita Falls, Tex.
- Community TCI of Colorado, for Lakewood, Colo. (CAC-12338); WYAH-TV Portsmouth, Va., WTCG Atlanta, KTLA Los Angeles.
- Cable TV of Lake Tahoe, for El Dorado, Calif. (CAC-12339); certificate of compliance.

Certification actions

- CATV Bureau granted following operators of cable TV systems certificates of compliance:
- Suburban Cablevision, for Essex Fells, N.J. (CAC-09413); Crossville Cable TV, for Crossville, Tenn. (CAC-10250); Roanoke Valley Cablevision, for Roanoke and Vinton, both Virginia (CAC-10085-7); Cable Equities, for Elgin AFB, Fla. (CAC-10281); Jim R. Smith and Co., for Tombstone, Ariz. (CAC-10666); Variety Cable TV Inc., for West Middlesex, Pa. (CAC-08274); Community Cable, for Big Stone City, S.D. (CAC-09385); Community Cable, for Ortonville, Minn. (CAC-09387); Warner Cable of Danville, for Danville, Ill. (CAC-09527); Warner Cable of Coos county, for Coos, Ore. (CAC-09573); Liberty TV Cable, for Port Arthur, Tex. (CAC-09654); Cable TV of Durango, for Durango, Colo. (CAC-09691); Salida Cable, for Salida, Colo. (CAC-09692); Alamosa Cable TV, for Alamosa, Colo. (CAC-09694); Community Communications, for Leadville, Monte Vista, both Colorado (CAC-09695-6); Catoosa Cablevision Network, for Ringgold, Catoosa, both Georgia; (CAC-09850-1); People's Cable, for Pittsford, Perinton, Gates, Greece, Pennfield, all New York (CAC-09871-6); Vision Cable Television, for Cliffside Park, N.J. (CAC-10003); Delaware County Cable Television, for East Lansdowne, Pa. (CAC-10038); Nor Cal Cablevision, for Butte, Calif. (CAC-10038); Teleprompter Cable Communications, for Big Fork, Flathead, Columbia Falls, Kalispell, Pulson, Whitefish, Lake, all Montana (CAC-10475-83); G-F Cable TV, for East Grand Forks, Minn. (CAC-10576); American Television and Communications, for Canon City, Colo. (CAC-10636); Vumore of Larado, for Larado, Tex. (CAC-10687); Better TV of Zanesville, for Yorkville, Falls, Newton, South Zanesville, Springfield, Washington, Wayne, all Ohio (CAC-10712-8).

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HELP WANTED MANAGEMENT

General Manager wanted with strong track record for top upstate New York fulltime AM. Salary and fringes plus share in profits. Send resume of references, qualifications to Box A-126.

Our Ideal-Candidate will have a minimum of 5 years radio experience. Able to sell, service and expand an excellent list of solid active accounts. Ready to accept and effectively carry out Administrative and Management responsibilities. Community Oriented. Sports Oriented. News Oriented. Able and ready to function in all phase of radio except engineering. We offer a solid-stable-growth oriented, small group located in the Midwest. A really good, sound, career opportunity. Excellent pay package, incentives, and fringes. Send complete information to Box A-149.

Attractive opportunity for manager exists in full time east Tennessee AM facility. Must have the ability to carry station's No. 1 account list and provide leadership for staff of eight. Excellent earning potential and good fringes with this expanding firm. Forward resume to Box B-11.

General Manager fulltime AM - Class C FM purchased by small market group. Opportunity for Equity with proof of success. Growth opportunity. EOE-M/F. Send resume and salary history. Box B-43.

HELP WANTED SALES

Radio Sales in the mountains of Montana's second largest city, Great Falls, Montana. Newest 25,000 watt FM format. Station just purchased. Call Steve Feder 312-751-7141.

Our Ideal-Candidate will have a minimum of 5 years radio experience. Able to sell, service and expand an excellent list of solid active accounts. Ready to accept and effectively carry out Administrative and Management responsibilities. Community Oriented. Sports Oriented. News Oriented. Able and ready to function in all phases of radio except engineering. We offer a solid-stable-growth oriented, small group located in the Midwest. A really good, sound, career opportunity. Excellent pay package, incentives, and fringes. Send complete information to Box-A-149.

Need aggressive, self-starting salesperson with a professional attitude. Should have a successful "track record" before applying. Our station is a well established adult contemporary, automated FM with great potential. Here's an opportunity to grow, earn \$15-20,000 per year in a fine Central Wisconsin community—great for family living and the outdoors person. Really ideal living and working. A fine benefit package. Send resume to: Jack R. Gennaro, W103, Wisconsin Rapids, WI 54494. An Equal Opportunity Employer.

Unique small market contemporary station with No. 1 ratings against 50KW competition is looking for self-starter salesperson who likes money. Sports and/or news background helpful, but not absolutely necessary. You will replace a good person who is joining a major market station. Good account list. Indiana. Phone 219-665-9554.

WPHM in Port Huron, Michigan, has established list. Equal Opportunity Employer. Mr. Tyrrell, 2379 Military, Port Huron, MI 48060.

Needed Aggressive, self-motivated sales-person. Established list with excellent growth potential. Send resume to: Dale Sternhagen, WLIH, New London, WI 54961. E-O-E.

Help wanted—sales, news: Sales news position open for person who likes being part of small community. Call John Schad, KEMB, Emmetsburg, IA. 712-852-4551.

Aggressive salesperson for Long Island area—AM-FM operations in excellent market, managerial opportunity. WHLI, Box 219, Hempstead, NY 11550. Equal opportunity employer.

Sales Manager for Northern California AM-FM. Will be responsible for training new sales staff. All sales tools you'll need. Salary plus override. Send resume to Mel Peterson, KUBA, P.O. Box 309, Yuba City, CA 95991.

Like big city activities, small town environment??? KYMN, 1000 watt clear channel, in two college town 35 miles from Twin Cities, looking for salesperson with proven track record. Take over active account list. Resume, salary requirements to Wayne Eddy, Box 201, Northfield, MN 55057.

Wanted: Sales Person with track record. Number one station in small Virginia market. Liberal draw against commission with good opportunity for advancement. Good account list. Call Cliff Davis 703-382-6106.

Michigan—Immediate opening in Bay City-Saginaw-Midland market. Need problem-solving salesperson strong on creativity with ability to write and sell campaigns. Established list. Company benefits. Confidential replies to Craig Collins, Box 1440, Bay City, MI 48707. E.O.E.

Rich, Beautiful Lancaster Pennsylvania ... WDDL/WNCE the region's fastest growing most dynamic stations have immediate opening for a Pro. You'll get an established list; reasonable draw vs commission; mileage; and all the business you can grab in this booming area. Call Joe Taylor, General Manager WDDL/WNCE if you have the experience and the drive ... 717-397-0333. An Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Immediate opening for announcer. First Tickets only. Write KPOW, Box 968, Powell, WY 82435. EOE.

Immediate openings for two country air personalities and a Production Director. Medium Market contact, Rick Warren, Program Director of WBHR, P.O. Box 547, Huntsville, AL 35804. Area code 205-534-3521.

Outstanding East Coast Contemporary FM seeks an afternoon drive personality with solid on-air and production experience. We're the leading station in a small-medium market; facilities are modern and exceptionally attractive. This is a truly fine opportunity. Box A-127.

50kw WFNC needs personalities for Country AM plus production for rock FM. Tape & resume to Randy Jenkins, PD; WFNC; PO Box 35297; Fayetteville, NC 28303. Minorities Encouraged.

Adult Contemporary Morning Personality, humorous, good production, minimum 1 year commercial or extensive college experience., E.O.E. Send tapes and resume to Steve Mechling, PD, WKST, 219 Savannah-Gardner Rd., New Castle, PA 16101.

PRO-FM 92, Capital Cities Communications in Providence has a choice opening for an afternoon drive personality. If you have experience in Top 40, do knock out production, hold a Third Class License, and carry impeccable references, send a tape and resume to: Gary Berkowitz, Program Manager, WPRO-FM, 1502 Wampanoag Trail, East Providence, RI 02915. WPRO-FM is an Equal Opportunity Employer.

Vermont's largest radio station has immediate opening for night announcer. Good pay, benefits, working conditions. Air check, resume to Gary Wheelock, WVMT, Box 1044, Burlington, VT 05401. EOE.

Our First AM drive opening in 15 years and we need an Adult Contemporary personality who wants the good life working at a good station. Opening is immediate. Send resume and tape to Al Sellers, WRIG/WDEZ, 529 Third Street, Wausau, WI 54401. EOE.

Central Ohio MOR station needs experienced staff announcer for midnight shift. Send tape and resume to Roger Fischer, WMRN, Box 518, Marion, OH 43302. An equal opportunity employer.

Adding to staff. Salary definitely open. Top announcer for easy listening. Minimum 3 years commercial experience. Regular salary increases. EOE. S. Lubin WVOS AM-FM Liberty NY.

WCNC adult contemporary station in Elizabeth City, NC signs on at 6 AM. If you'd like to be the announcer that says Good Morning, call J L Lamb 919-335-4379.

California small market seeks morning personality. Contemporary style for Adult T40. Program should be creative, informative and adult oriented. Controversy OK. Community involvement a must. Must have excellent production. Strong voice desired. 3rd endorsed OK, but first is better. No time and temp DJ please. An EOE station. Tape and resume to KOBO, Box 1056, Yuba City, CA 95991.

Major Market 50-KW seeking experienced announcer who can present music, news, and information in a bright adult/contemporary manner. Send resume. Box B-27.

Texas SMSA Station has opening for Announcer with production ability. Good facilities. Advance as you desire. Box B-48.

Looking for that first break? WDRL-FM Monmouth, Illinois is now accepting tapes and resumes for future reference. We will accept news, sports, MOR and AOR air checks. Send tapes and resumes to Operations Manager, WDRL-FM, Box 507, Monmouth, IL 61462. E.O.E.

Modern Country Station seeks experienced Announcer-Program Director. Want strong person to run inside. Salary above average. Delightful place to live by lake area in warm climate. Exceptional schools, excellent medical plans. Send resume indicating starting salary requirement and tape. Jeffrey Miller, WKUL, Cullman AL 35055. Equal Opportunity Employer.

Immediate Opening for mature voiced Contemporary MOR Entertainer. Salary based on ability. Resume, tape to William Bland, WNCC, Broadcast House, Barnesboro, PA 15714.

AM/FM Combo needs experienced annrc w/production-copy background. Board shift plus production. Excellent pay, medium size college community. Send tape resume to Mgr., KRUS/KXKZ, P.O. Box 430, Ruston, LA 71270. EOE.

WKRG-FM 100 going live, offers top money, new facilities, reliable management, and number 1 market potential to the most talented, ambitious and aggressive pop/adult winners we can find! If you're good and ready for one of the South's most progressive and beautiful areas, send tapes and resumes to R. Blaine Kelley (WKRG-FM 100) 162 St. Louis St., Mobile, AL 36602. An equal opportunity employer.

Morning person capable of news and considerable production, opportunity for Small and Medium Market talent to polish your act. Tapes and resumes to Jim Pastrick; Post Office Box 1550; Utica, NY 13502. 315-735-2785.

Boston area AOR requires professional communicator with solid programming/production experience and an aggressive attitude towards sales, marketing, and promotion. Eventual program management possible. Tape and resume to Dan Murphy, WCAS, 380 Green St., Cambridge, MA 02139. No calls. EEO.

The Lucky 13—WMID has opening for morning drive announcer with good production background. Tape and resume to Gary Lane, P.O. Box 1137, Atlantic City, NJ 08404. Call if interested 609-344-5113. An Equal Opportunity Employer.

Combo Announcer-technician: positions open for 2 experienced broadcast personnel. Good air voice, know technical operations, 1st class FCC license (3rd with endorsement considered). Equal Opportunity Employer. Pat Finnegan, WLBC, Muncie, IN. 317-288-4403.

**HELP WANTED ANNOUNCERS
CONTINUED**

North Jersey Adult MOR. Entry level. Bright, alert one to one, with SMILE. We'll teach. Tape, resume to WNNJ, Box 40, Newton, NJ 07860. EOE.

Immediate opening for an experienced country announcer at WRIC in Richlands, VA. Good pay and fringe benefits for the right person. Send tape and resume to Box 838, Richlands, VA 24641.

50kw FM in metro Washington DC market needs two personality DJ's now! These are nighttime positions, 7-12 & 12-6 AM. Not formatted jukebox station ... personality a must! Must be able to read news. Salary negotiable. EOE. Send resume, we will contact you for tape. Box A-95.

WFBQ, Indianapolis, has immediate openings for talented AOR personalities. Tape and resume only to: Dave Parks, Operations Manager, 6161 Fall Creek Road, Indianapolis, IN 46220. No phone calls, please. An Equal Opportunity Employer.

Morning Personality . . . No. 1 station Western Massachusetts, WHYN Springfield. Outstanding opportunity for bright, experienced individual. We are a Rock station, and offer excellent salary, fringe benefits and security. Applicants will be judged on voice, personality and talent. Send tape and resume to Program Director, WHYN Radio, 1300 Liberty St., Spfld., MA 01101 E.O.E.

HELP WANTED TECHNICAL

Assistant Chief Engineer. ABC O&O. Extensive experience required. Equal Opportunity Employer. Reply to Chief Engineer, KXYZ/KAUM, 1201 Fannin Bank Building, Houston, TX 77030.

Southwest AM/FM operation seeking experienced Chief Engineer. Automation and RF knowledge essential. EOE. M/F. Opportunity for capable person. Send Resume to Box A-93.

Chief Engineer wanted for 5,000 day, 1,000 night directional, Pueblo, Colorado, KIDN, Box 293, 81002. 303-542-5570.

Ohio Metro Area AM/FM needs experienced Chief Engineer. Should be strong on audio with automation knowledge and able to take charge three person staff. Group operation, excellent salary, all benefits including retirement. Very stable, first engineering opening in 15 years. EOE. Resume Box A-144.

Chief—Quality Oriented AM Directional & high power FM stations. Formal electronics training required. Detailed resume and salary requirement to Personnel, WSLC/WSLQ Radio, P.O. Box 6002, Roanoke, VA 24017. AM/FM/TV Group. Excellent benefits. Looking for a good member for a good team.

Chief Engineer wanted at WSRO, Marlboro, Massachusetts. Contact Manager 617-485-9291 or send resume: Equal Opportunity Employer.

Chief Engineer & Asst Chief Engineer openings with Midwest Family Stations. Wisconsin & Illinois locations. Candidates must be familiar with AM directionals, Stereo FM, STL's, SCA, Remote control systems & Automation. Please send resume & salary requirements to: Chris J. Cain, Engineering Director, Box 2058, Madison, WI 53701.

Major Midwest Market Daytimer seeks part time qualified station engineer to help establish and maintain new facilities. Equal Opportunity Employer. Box B-32.

Chief Engineer—experienced directional AM, Stereo FM Studio and Automation. South Central Gulf area. Equal Opportunity Employer. Box B-39.

Immediate opening for Assistant Chief Engineer at Illinois station. Transmitter and studio maintenance. Excellent working conditions, good opportunities, benefits. EOE. Resume to Box B-41.

Chief Engineer Needed for WQFM, Milwaukee. Good Company, pay, equipment, & working conditions. Emphasis on audio. Contact: Irwin Gerber, Corp Eng. WDIZ, 2699 Lee Rd. Winter Park, FL 32789.

Chief Engineer, 5000 watt directional AM-FM. Send resume to Mel Peterson, KUBA, P.O. Box 309, Yuba City, CA 95991.

Chief Engineer for Midwest Medium Market Class A and Local class II AM. Must be experienced and strong on maintenance. Insurance Plan, profit sharing, and many other benefits go along with working for a five station group. Salary is commensurate with ability. State salary requirements with initial contact. Contact: Russ Salter, President, or Chuck Filippi, GM, WKKD-FM, 312-898-6668. or write 1884 Plain Avenue, Aurora, IL 60505.

Chief Engineer for directional AM. New York Southern tier. Experience a must. Excellent opportunity for the right person. E.O.E. Reply Command Broadcast Group, Box 511, Beacon, NY 12508.

Maryland AM and FM stations need chief engineer, strong on maintenance, good working conditions. Call or write WASA/WHDG, Box 97, Havre de Grace, MD 21078; 301-939-0800.

HELP WANTED NEWS

Newsperson needed with investigative reporting experience and good on-the-air presentation for Number One Southwest Radio Station with strong news image. Full company benefits and top money for top people. Equal Opportunity Employer. Send resume and tape to: Bob Durgin, KTOK Radio, Covenant Broadcasting, P.O. Box 1000, Oklahoma City, OK 73101.

Anchor-reporter with interest in sports. At least two years experience. Good air delivery a must. Will help with polishing writing-reporting skills. Starting salary range, \$180-230 weekly. Annual reviews. Great benefits. Closing Date: 1-23-78. Send tape and resume to: News Director, Box 17000, Raleigh, NC 27609. An Equal Opportunity Employer, M/F.

WLKI Angola Indiana is looking for a strong news and sports director to help maintain our No. 1 ratings. Experienced sports voice, only. Phone 219-665-9554.

Aggressive morning drive, anchor-reporter for state news network. Must be super strong on air. Good salary. Annual reviews. Great benefits. Closing Date: 1-23-78. Send tape and resume to: News Director, Box 17000, Raleigh, NC 27609. An Equal Opportunity Employer, M/F.

Experienced News Person wanted as News Director for Suburban Western Massachusetts station where news comes first. Contact Mike Dion, WDEV, Westfield, MA.

Newsperson. Top Chicago FM AOR station looking for a laid back style with an emphasis on great writing. Minimum two years medium market news experience. Send resumes and tapes to Richard Rieman, News Manager, WMAQ/WKQX-FM, Merchandise Mart, Chicago, IL 60654. No phone calls, please. An equal opportunity employer.

Small market Northern California station looking for strong journalist. Rip and read, or newspaper rewriters don't apply. Must be able to dig for local stories and develop leads. Commitment to community involvement required. Strong, authoritative voice required. Good conditions, new studio and benefits. Tape, resume and examples of ability to KOBO, Box 1056, Yuba City, CA 95991. An EOE Station.

Newscaster/Reporter—Immediate need for aggressive broadcast journalist with good sound, solid reporting and writing ability. Good salary and benefits. Please send tape and resume to Rick Hansen, WNLK/WLYQ, Box 1350, Norwalk, CT 06852. EOE.

Newsperson. Expanding news operation. Resume and tape to Don Dornberg, WDVH Radio, Box 1068, Gainesville, FL 32602. EEO.

Aggressive-Energetic-Experienced news person. Looking for the person who really likes to dig and has strong desire to beat the competition. Some production and possibly PBR. Call now. Lyle Richardson, KUDEK/JFM, Oceanside, CA 92054. 714-757-1320. An Equal Opportunity Employer.

Anchor/Reporter/Essayist. Must be highly seasoned, versatile; distinctive writer; authoritative, memorable reader. Opportunity for impact, recognition, creativity. Equal Opportunity Employer. No Calls. Send tape, resume, cover letter to: Ted Landphair, Manager, News and Public Affairs, WMAL Radio, 4400 Jenifer Street, N.W. Washington, DC 20015.

WKBW Radio, Buffalo, is seeking the most creative, energetic, professional News Director we can find. Must be strong on administrative and motivational skills. A demanding, yet rewarding position with a Capital Cities' station. Applicant must have at least 5 years previous broadcast journalism experience, with management experience desired. No phone calls please. Forward resume and qualifications to Sandy Beach, WKBW, 1430 Main St., Buffalo, NY 14209. An equal opportunity employer.

Male or Female News Director needed at fastest growing station in rapidly increasing Central Market. Good facilities and excellent working conditions. Send tape, resume, and salary requirements to WZNG Radio, 1505 Dundee Road, Winter Haven, FL 33880 E.O.E.

Sports director/Sales opening at one of the countries most progressive AM-FM small market stations. Opportunity is here for the person who wants to grow with us. Resume and tape to Dave Ziebell, The KAGE Stations, Box 767, Winona, MN 55987.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

WBT Radio, Charlotte, NC, is looking for a creative, talented, mature person to do production with some air work. Send air check and complete resume to Andy Bickel, WBT Radio, 1 Julian Price Place, Charlotte, NC 28208. An Equal Opportunity Employer.

Excellent opportunity for drive-time caliber air personality. Familiarity with Country Music a plus but not a must. If you are ready for a super opportunity in a major market, send tape and resume to Tom Allen, KBOX Radio, 9900 McCree Road, Dallas, TX 75238. Equal Opportunity Employer.

Production oriented copy person for growing Central Florida Station. Strong on creativity with ability to write, produce and voice sellable spots. Send production tape and copy samples to Paul Hershey, WSIR, PO Box 633, Winter Haven, FL 33880.

Only the best, bright, creative PD to lead top-rated medium market AM-FM. Some air work. Creativity and leadership are essential. Come live where the air is clean and the bucks are good. Send adult contemp tape and resume to Roy Knotts, WTBO, Box 1644, Cumberland, MD 21502.

Immediate opening—Maines No. 1 50 kw Contemp. Looking for bright, creative PD, with good pipes, promotion, production and good at detail. Must have experience. Call Turner Porter 207-443-5542.

Program Director, a mature creative professional who's looking for an opportunity to improve his talents—qualified to direct a community involved old line Kentucky station with modern plant facilities. Responsible for total air sound, including staff, music, production, copy and promotion. Good air voice - job opening within 60 days—also need good air-production people for both AM & FM. Send complete resume with tape, starting salary to station manager, Box 70, Fort Knox, KY 40121. EOE.

SITUATIONS WANTED MANAGEMENT

General Manager—31 yr. old dynamic motivator—described as "Promotional Genius"—Exp. all formats including Black. Incredible track record! Impeccable references. Med to large markets only. (Prefer Southeast) Box A-112.

Strong sales orientated General Manager solid ideas, will motivate and organize staff. Heavy Community involvement. Key Management background includes daily operations of Radio, TV, Cable Television. Prefer Sunbelt. Interested in buy in or stock options. Solid background. Box B-12.

Once in a while a perfectly good station isn't reaching its full potential. If the reason is management (and it usually is), then its time for a change you can afford. If you'll consider offering a percentage of profit increases—in cash or equity—we can scale a salary to your budget. Have resurrected all-sized stations before/ am doing it now/ will do it again. Reply to Box B-46.

Major Market GM with Sales and Program background seeks major or medium market opportunity. Excellent references. Box B-47.

SITUATIONS WANTED MANAGEMENT CONTINUED

General Manager—for University or small to medium commercial market: Solid background - Radio and TV; have built and owned station, can teach and work for advanced degree. Prefer Rocky Mountain West. Box B-56.

SITUATIONS WANTED ANNOUNCERS

Major Market (Adult & Teen) Top 40 jock. Seeking to program/manage air staff in medium market. Ten years experience, super production and promotions, idea man, stable, solid references. Want good growing community, station with a future. Ratings competition no obstacle. Box A-68.

Attention: Small Market PD's. Trained "Pro" available who doesn't mind tight budgets. Tape has Newscasts & DJ. Box A-83.

DJ, 5 months experience Top 40/MOR. Tight board operation, news and commercials, ad-libs, promotion, production and programming. Prefer a station within a 60 mile radius of N.Y.C. Call Tom 201-943-5816.

Female, 22, 3rd endorsed, experience in Top-40, MOR, seeks position in same. Will relocate immediately anywhere. Call 312-331-0154, or write Pal Lacey, 541 Thornwood Drive, South Holland, IL 60473.

Personality looking for move up to med/large market. Good experience, versatile. Wants Top 40, AC, or MOR. Call between 6a.m. & 3:30 p.m. E.S.T. 814-948-4822.

Experienced 3rd Endorsed looking for Country or Rock in Southwest. 4629 N10th Street, Phoenix, AZ 85014. Chapman Graham 602-279-7092.

Five years full and part time experience. Looking for a good, small or medium market. Mike Jay, 417-1/2 Fifth St., Huntingburg, IN 47542. 812-683-3291.

Capable, Ambitious, Adaptable jock needs break! Ivy league MA, Broadcast school, Third Endorsed. Prefer Northeast. Call Martin, 212-847-8308.

Southeast MOR, Top 40, AOR. 4 years experience (3 college, 1 commercial). Quality voice, good production and news. 3rd endorsed. Marc 404-252-7079.

For Sure; Personable male/female combo. Potential Plus. Box B-6

Young college grad, single, 3rd phone seeks full-time position. 1-1/2 years commercial experience. Some announcing; also assisted in programming and production. Extensive knowledge and collection of oldies, 1950 to present. Prefer New York and surrounding states. Box B-21.

6 years experience. MOR/Easy/Rock/News. Good delivery, excellent production, 28 yrs old. Married. 1st. Phone. 3 years producing all talk/farm/news. Major market, 50,000 w. Would like advancement-on or off air to management. No direct sales. Write Box B-29.

Industrious, caring announcer seeking Midwest station. Now employed as music director and staff announcer. Good pipes. Third endorsed. Box B-22.

Classical or "Easy" Music Announcer-newscaster/Broadcast Journalist: Solid education, fluent linguist, trained in all areas of performance. All offers very negotiable. Wayne Wunderlich, 35 Blackburn Place, Summit, NJ 07901.

Seven years in a major market. 1st phone and degree. Call Dan before 8:30 am CST at 504-241-2486.

Hundreds of PD's Have said no. Despite my aircheck, I've been number one since 1972. I must be doing something right. Unique morning personality looking for medium or large opportunity. Say yes. Call toll free, 800-824-5136, California 800-852-7631, Ext. M2166 and leave number for return call.

Unique Specialist: Airline Captain for major carrier with network voice seeking specialty voice track assignments. Extensive background in radio-tv, DJ, production, weather, national agency network commercials, stage MC, country music. Voice is friendly, warm, with modern country accent. If your needs call for a special voice, will audition your copy. Capt. William Mauldin, 979 SW 17th Street, Boca Raton, FL 33432. 305-395-8383.

I talk and don't just play records. All night show. Experienced, third, dependable. Warm climate. 1-904-255-6950 Mike Hon, 373 Williams, Daytona, FL 32018.

Broadcast School Grad. 3rd Endorsed, looking for first job. Phone weekdays 716-834-4457.

Gentleman rocker, 10 years experience as announcer, PD, chief engineer, wants back. Call John, 502-368-6108.

Top 40, MOR Experienced DJ, with third endorsed. Tape and resume available. Will relocate immediately, dependable. Ron Jenkins 201-926-5770. 278 Schley St. Newark, NJ 07112.

FM Announcer for the last five years in a major market, looking for a stable situation. Good production. Bob: 301-951-0249.

SITUATIONS WANTED TECHNICAL

Need young Combo or First Phone with some background who delivers more than promises. Anywhere O.K. Box A-84.

Experienced Chief, over 25 years, AM-FM-DA-installation. Prefer Western states. Medium to small market. Box A-102.

Chief Engineer—BS degree, CET, experienced in directional antenna systems, automation, and remote control. 505-437-5249 or Box B-1.

SITUATIONS WANTED NEWS

News Director-Reporter Talk Show Host. 10 yrs. exp. Excellent track record \$800 monthly-available now—Bruce, 312-246-1121. Noon-6 p.m.

Young aggressive, white female newscaster. Professional. B.F.A. Degree in Radio-TV. Film. Wants to move up to larger market. Prefer Dallas—Ft. Worth Area. Box A-96.

Young and aggressive—with a proven record of excellence. Seeks news and/or sports position in medium-large market. Box A-132.

News and Public Affairs Specialist seeks Management level position with growth opportunities. Box A-133.

Experienced sports announcer wants good market. Major college sports. Professional play-by-play. Sports talk show, sports program production. Outstanding references from present employer. Solid all-around broadcaster in addition. B.S. in Broadcasting. Box B-2.

More than a newscaster. Radio journalist, B.A., M.S. broadcast journalism, 3 years experience, looking for reporter or news director position. Sound news judgement, intelligent writing. Box B-5.

Top Notch all-news anchor seeking Radio news position. Highly-experienced. Award-winning. Bachelor's Journalism. Excellent references. Major or medium market only. Box B-15.

Sportscaster: DJ. 3 years experience as SD, PBP & sports talk programming. Also 3 years experience as jock. Will relocate anywhere: South preferred. Available now. 413-967-3094, or Broadcasting Box B-20.

Experienced Sportscaster. Medium Market, willing to relocate, seek Play-by-Play and/or Sportscasting position. Box B-40.

Former capital city newsman seeks reentry break. Organized, dedicated. Call Michael Ward 716-884-8022.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

Looking for a Program Director or Operations Manager for your M.O.R. ... Let's start the New Year right, together. Will be coming to you with the best of recommendation's from one of the Nation's Major F.M.s... in the top ten ninety minute markets. Box A-65.

Creative Music Director/Annncr with syndication and production experience looking for position in music-programming syndication firm. Ed Klein, 4 Forestal Road, Kendall Park, NJ 08824.

Soul Program Director and Personality looking 919-483-6530.

Mature, Creative man seeks position with future at station or production company. Experienced in all facets of Radio, including heavy production. Call 714-244-4991.

Looking for a position with Future in production or related field. Also interested in learning sales and Television production. Write Rob Box B-28.

Knowledgeable, Experienced young programmer. Ten years in radio, college educated, excellent references. Pop/Adult and Top-40 medium and major markets, with preference for West Coast. I'm a hard worker and love winning. Box B-37.

Competent Broadcaster seeks return to Radio after four year absence. Fifteen years' experience: announcing, programming, sales, management, ownership. First Phone, Too. Prefer to host talk/interview show and/or boost ratings as Program Director. Solid background—not a beginner. Willing to relocate. Serious detailed replies only, please—Minimum salary \$18,000. Box B-42.

Jarrett Day, major market PD and personality seeks programming position. Experience includes KILT, KXYZ, KEYH, and WCBM. 411 Concordia Drive, Katy, TX 77450 or call 713-371-0707.

Instructor at Junior College for 3 years, commercial experience, seeks fulltime advisor of college Radio and/or teaching. Dave Downing, 4100 Devonshire, Lansing, MI 48910. 517-882-1302.

2 Years Experienced, seeking Live Contemporary small market with programming emphasis, preferably in or near Ohio. Brad Lovett, 421 E. College, Coldwater, OH.

TELEVISION

HELP WANTED SALES

Midwest Network Affiliate needs aggressive, experienced Sales Manager to direct retail and national sales. Must have experience retail sales development and management. We are a group operation and will consider only applicants with management potential. Send resume and salary requirements. Box A-59.

Sales Manager group owned ABC affiliate now enjoying exciting growth offers enormous potential to salesperson who loves everything about television sales from personal contact to achieving maximum from each salesperson. Must have experience, proven track record and ability to take full charge. No armchair approach please. Must desire on the street selling of agency and direct accounts, with management know how to maintain outstanding sales department. Excellent starting salary, override and incentive bonus. Stable company, attractive Great Lakes area market. Abundant recreation, fine schools, diversified industry and tourism. Near major cities with superior life style of medium size community. Should expect to double income in next five years. EOE. Resume Box A-142.

Number One affiliate in Southeastern market looking for experienced, aggressive, intelligent sales person. Good pay. Group owner. EOE. Box B-45.

Experience salesperson wanted for growing South Texas television station. Good "closer" has great opportunity here. Equal Opportunity Employer. Send resume to Box B-51.

HELP WANTED ANNOUNCERS

TV Hosts Wanted in Top Ten Market for morning variety, talk, news, information program. Must have extensive background for interviewing newsmakers, entertainers, et cetera. Personality a key for the right persons. An Equal Opportunity Employer. Please send a complete resume and salary requirements to Box A-117.

HELP WANTED TECHNICAL

Television Maintenance Engineer. Must know troubleshooting. Must be experienced. No trainees. Full color facility. Write, Bill Brister C.E., WGNO-TV, 2912 ITM Bldg, New Orleans, LA 70130.

HELP WANTED TECHNICAL CONTINUED

Television operations engineer needed for new corporate television production studio. Operate and maintain the latest ENG/EFP video systems. 30% travel throughout U.S. Salary commensurate with experience. Excellent benefits. Send resume with salary history to R.J. Hope, Air Products & Chemicals, Inc., P.O. Box 538, Allentown, PA 18105.

Maintenance Engineer needed now. Minimum two years experience in transmitter and production equipment, maintenance and 1st class FCC license. \$8,700. Contact Linda Solyak at WSKG Public Television and Radio, Box 97, Endwell, NY 13760. 607-754-4777. EOE/M/F/AA.

Chief Engineer—Petry TV's new WPTY-TV Channel 24 Memphis. Must be experienced in all phases of studio equipment and transmitter maintenance. Write John Fergie, 166 Thalia Drive, Feeding Hills, MA 01030.

Maintenance Technician. Heavy maintenance, color studio and control room, 3/4" E.N.G. production equipment, ITFS transmitters and receivers. Requirements: FCC 2nd and experience, indicating ability to repair equipment described. Send resume to: Personnel, Department of Education, San Diego County, 6401 Linda Vista Rd., San Diego, CA 92111. Phone: 714-292-3715.

Broadcast Technician. Duties include operation and maintenance of TV broadcast equipment. First class FCC license plus two (2) years technical school required. TV maintenance experience preferred. Send resume and salary history to: Personnel Director, P.O. Box 741, Dayton, OH 45401. An Equal Opportunity Employer M/F.

Radio-TV Engineering technician. Graduation from a standard high school and two years of experience with the operation and maintenance of a variety of Radio and Television equipment required. FCC first class radio-telephone license preferred. Salary \$9,584.00 annually. Excellent employee benefits. Please send resume to: Florida Atlantic University, Personnel Department, 500 NW 20th Street, Boca Raton, FL 33431. An Equal Opportunity/Affirmative Action Employer.

Master Control—Maintenance Engineer. Must have good knowledge and experience on transmitters, tape, microwave, ENG, and all studio equipment. Contact Ken Rentrow, Chief Engineer, KOAA-TV, 2200 7th Ave. Pueblo, Colorado, 81003. Phone 303-544-5782.

Qualified maintenance technician with two years experience in maintaining latest television studio equipment. Nations newest television station. The pay isn't great, but the living is. Work, live, ski and breathe clean air in Central Oregon. Contact Jess Ortega, KTVZ, P.O. Box 149, Bend, OR 97701.

Broadcast Technician I. KHKE and KUNI, the University of Northern Iowa's dual service FM public radio stations, seek qualified first class licensed engineer to help stations move into new facilities. Engineer will also perform transmitter maintenance and carry out construction projects. Knowledge of solid-state broadcast equipment and radio broadcast technical experience preferred. Starting salary \$9,845 plus excellent fringe package. Apply before February 10, 1978, to Personnel Services, Baker Hall, UNI, Cedar Falls, IA 50613. UNI is an E.O./A.A. Employer.

Wanted Maintenance Engineer, KWTW Oklahoma City. High school diploma plus up to two years of additional specialized training in electronics. Must have First Class radiotelephone operators license. Two years prior related experience. Contact Bill Green, Chief Engineer, 405-843-6641, PO Box 14159, Oklahoma City, OK 73114. Equal Opportunity Employer.

Operations Supervisor needed by KPBS-TV. Responsible for the master control and technical production operations. Must have operated quadplex and helical videotape formats, time base correctors, color cameras, etc. Must be able to train and supervise operators. Qualifications: Equivalent to high school graduation; two years recent related experience. Supervisory experience and First Class Radiotelephone license strongly preferred. Salary: \$15,576 - \$18,744. Apply before 2-3-78 to Employment Division, San Diego State University, San Diego, CA 92182. An Equal Opportunity/Affirmative Action/Title IX Employer.

Television Engineer Trainee candidate for partially funded Minority Training Grant for television broadcast engineer. BSEE or Associates in Electronics desired. Equivalency in education with strong experience background in digital technology also considered. Contact: Roland Desjardins, WCBB, Lewiston, ME 04240.

T.V. Studio Maintenance Engineer. Prefer experience with Ampex 1200, RCA TR-70, RCA-TK-45 and Sony BVU 200. Experienced only. Write or phone Don Smith C.E.-WRDW-TV, Drawer 1212, Augusta, GA 30903. 803-278-1212. An Equal Opportunity Employer.

Maintenance technician experienced with color studio production equipment including quad and helical VTR's. Studio and eng. cameras, editing systems. Many benefits including 3 weeks paid vacation plus 10 holidays, free hospitalization insurance. Large TV production facility in Southeast. An Equal Opportunity Employer. Box B-58.

Broadcast Technician, FCC First Class Radio-Telephone license required. Minimum two years experience. Applicants should be able to perform light maintenance and video operations. Salary commensurate with experience. Contact: William R. Yordy, Sr., Chief Engineer, KCST-TV, P.O. Box 11039, San Diego, CA. 92111. An equal opportunity employer.

Immediate Opening: Chief Television and Radio Engineer—operation and maintenance of campus TV studios, closed circuit distribution system, and FM public radio station. Must be familiar with quad and helical VTR's, cameras, switching gear and high power transmitters. Two-year AAS in electronics, five years experience, and 1st class FCC license. Suggested salary: \$20,000. Reply: J. Richard Plund, Director of Learning Resources, State University College, Oswego, NY 13126. 315-341-2182. Equal opportunity Employer.

Chief Engineer. University Communications Department. First Class License, three years experience with video and audio equipment. Responsible for maintenance, repair, system design, operation. Salary: \$15,000 plus benefits. Dr. William Hammel, Department of Communications, Loyola University, New Orleans, LA 70118.

Top 5 Midwest Market seeking top notch television engineer. Operator, strong maintenance RCA and Ampex vtr's. Norelco cameras—remote and studio. Min. 7 yrs. exp. similar position. Box B-7.

South Florida television station needs an Engineer with 1st phone. Experience required on the operation and maintenance of studio, ENG and microwave equipment. Equal Opportunity Employer. Reply Box B-24.

Our organization is seeking 1st Phone Broadcast Engineering Technicians and would like to hear from you if you are seeking a challenging opportunity in a challenging market. Box B-38.

HELP WANTED NEWS

A progressive AM-FM-TV Operation, covering Illinois, Missouri and Iowa, is looking for an experienced radio news person. Opportunity for some TV news work, as well as AM-FM radio. Sports experience helpful. Excellent advancement possibilities with a growing chain. An Equal Opportunity Employer. Send resume to Box A-92.

Medium market, Midwest network affiliate needs weekend weather person who would also be street reporter three days a week. Send resume of Box A-104.

TV Weather. New Orleans group-owned VHF. Prefer meteorologist with knowledge of Gulf Coast weather. An Equal Opportunity Employer. Send tape and resume to Program Director, WVUE, P.O. Box 13847, New Orleans, LA 70185.

Anchor needed—Experience necessary. Must be bright and energetic. EOE. Fast growing sun belt area. Send cassette and resume to Art Angelo, VP, KPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

Co-anchor reporter—Major Southeastern Market. Three years experience on-air/news required. Send resume, salary requirements, tape to Jon Mangum, News Director, WFBC-TV, Box 788, Greenville, SC 29602. E.O.E.

Freelancers in Washington: Reporters, producers, courtroom artists needed by small network news operation, for per diem assignments. Resume and tape to Bureau Chief, ITNA, 2419 M St., N.W., Wash., DC 20037.

TV News Producer needed to take over 6:00 p.m. and 11:00 p.m. news of Southeast top 40 market, No. 1 news station. Must have two (2) years minimum experience as News Producer. Letter should include expected salary. Excellent fringe benefits. Send resume to Business Manager, P.O. Box 1833, Orlando, FL 32802. We are an Equal Opportunity Employer.

Writer/producer for California major market weekend TV newscasts. Must have producing experience. Equal Opportunity Employer. Box B-18.

Co-Anchor. Eastern market station seeks experienced news co-anchor Monday-Friday twice nightly news. Require writing, news production experience, knowledge of film editing and production. An Equal Opportunity Employer. Send resume to Box B-30.

Street Reporter for expanding medium market net affiliate, Midwest. Must have degree in R-TV journalism and one year experience. Excellent benefits. An EEO station. Women and minorities encouraged to apply. Send resume to Box B-31.

Assignments Editor. More than logistics and police scanners. Must be able to sparkplug story ideas, begin shaping the newscast before producer takes over. State-of-the-art-equipment. Live Remote, ENG, etc. Medium Market, Midwest. Equal Opportunity Employer. Box B-49.

Prime weather anchor person needed for aggressive South Texas television station. Individual must be able to gather, edit, and report weather and have at least two years television weather anchor experience. Full knowledge of weather and capability of preparing forecasts important. Equal Opportunity Employer. Send resume to Box B-50.

Producer, Front Line responsibility for early and late news Monday through Friday. Within format, but flexible. Experienced only. Upper Midwest Medium Market. Box B-52.

Reporter-photographer—with part-time anchor work. The person we're looking for must be able to gather, edit, photograph and report news well, and must have two years radio or television news reporting experience. Also, must want to work with aggressive team in great South Texas climate. ENG experience is preferred. Equal Opportunity Employer. Send resume to Box B-53.

TV Reporter wanted: Must be street wise, have good feel for pictorial continuity. Experience with ENG helpful. Applicant must have 3-6 years experience. Send resume, desired salaries, and audition tapes to James V. Allday, News Director, WRCCB-TV, 900 Whitehall Road, Chattanooga, TN 37405. An Equal Opportunity Employer.

Wanted: News Reporter/Talk Show host for small Middle Atlantic news operation. Must have on-air experience and able to accept responsibility. ENG background preferred. Send video tape and resume to WVIR-TV, P.O. Box 751, Charlottesville, VA 22901 or call 804-977-7082. EOE.

Broadcasting Journalism Graduate with a serious appetite for hard work and development in TV News Reporting. Also ... ENG Photo/Editor with hands-on experience. Contact Tom Moo, N.D., WTVW-TV, Evansville, IN. 812-422-1121. An Equal Opportunity Employer.

Associate Producer, Washington. Small network expanding to add hard worker who will assist in all phases of news feed production. Excellent advancement opportunity. Some news experience required: radio considered. \$150-200 per week. Resume to Bureau Chief, ITNA, 2419 M St., N.W., Wash. DC 20037.

Television Meteorologist needed to fill vacancy on weather staff. Extensive on-air experience required. At least a B.S. degree in meteorology desired, with Seal of Approval preferably, or qualifications to acquire it. Three or more years of experience to qualify. Send tape and resume to Ray Leep, Weather Director, WTVT, P.O. Box 22013, Tampa, FL 33622. An equal opportunity employer.

HELP WANTED NEWS CONTINUED

TV Weatherperson Wanted. If you are young, vital, energetic, know your weather and want to move up to the 63rd market ... call Claude Evans, WALA-TV, Mobile, Alabama. 205-433-3754. One year TV weathercasting experience necessary. EOE. We are ready to hire the right person.

Exceptional Opportunity for experienced, enthusiastic on-air reporter. Small market experience preferred. Excellent benefits. Send resume and tape to Station Manager, WABI-TV, Bangor, ME 04401. E.O.E.

HELP WANTED PROGRAMING, PRODUCTION, AND OTHERS

Top 10 Market VHF has immediate opening for Producer/Director. Three to five years experience required in studio, remote and news. Resume and salary requirements in first mailing to Box A-91.

Take-Charge TV Promotion Manager wanted for aggressive network affiliate in growing Southeast market. Effective on-air promotion and publicity skills a Must. Will consider No. 2 ready for move to No. 1 spot. Send resume to Program Director, Box A-114.

Promotion. Group-owned VHF in major Southern market looking for experienced on-air promotion person. Must be creative writer with good knowledge of film, tape, graphics and music. Strong emphasis on news promotion. Equal Opportunity Employer. Send resume to Box A-124.

Pennsylvania ABC affiliate looking for production person with hands on experience in producing commercials in studio and on location. Salary commensurate with experience. Great fringe benefits. Group operation. EOE. Reply Box A-143.

Director for major public television station. Will direct programs for local and national broadcast. Heavy experience and demonstrated creative judgement are required. Salary open. E.O.E. Box B-14.

TV Director—for New England network affiliate. Duties include production of local programs, remotes, promos and commercials, some writing. Two years commercial TV experience and college degree (or equivalent) required. Salary commensurate with ability and experience. Equal Opportunity Employer. Detailed resume to Box B-33.

Medium market Midwest ABC affiliate seeks producer for early evening newscast. We need someone experienced in newsroom operations, assignments, and editorial skills to put it all together and help us maintain early news top ratings. BA in Broadcast Journalism preferred. Salary negotiable. We are an Equal Opportunity Employer. Box B-34.

We are looking for a director with an extensive production background in studio commercial production, who wants to go with a growing station in a growing market. Excellent facilities, good working atmosphere, creative staff. Located in Mid-South area. An Equal Opportunity Employer, MF. Reply, stating experience, salary requirements to Box B-35.

Producer/Director: Minimum 2 years experience in commercial, sports and program production for major commercial production station. No phone calls. Resumes and tapes only to J. Hark, WPHL-TV, 5001 Wynnefield Avenue, Philadelphia, PA 19131.

Senior Faculty Position for television producer-director professor to begin fall, 1978, in an ACEJ accredited broadcasting program. Must have had extensive network quality experience as commercial television producer-director and appropriate education. Salary extremely competitive. Send resume, list of references to Dean, College of Journalism, University of South Carolina, Columbia, SC 29208. USC is an affirmative action/equal opportunity employer.

Media Director for Boston based theatre company. Coordinate and place Radio and Television for current films. 25 markets New England to Midwest. Create promotions. Need strong personality with broadcast experience and supervisory capabilities. Please send resume and salary requirements Box B-44.

Producer/Director. Midwest ETV Station. 2-3 years of varied production experience, B.A./B.S., 16mm film background desirable. Start \$11,000 - \$12,000. Send resume to Don Peterson, Radio-TV Dept., University of Nebraska at Omaha, Box 688, Omaha, NE 68101, or call 402-554-2516. Deadline: February 15, 1978. E.O.E.

SITUATIONS WANTED MANAGEMENT

General Sales Manager—Seeking major market, experienced, age 35, resume, and references. Box A-19.

Station Operation Manager seeking comparable position or GM. Experienced all phases including sales, license renewal, programming. Box B-23.

Sales Manager TV. Strong sales background includes station and spot. Prefer East. Age 48. References. Box B-54.

SITUATIONS WANTED NEWS

Woman, 30, MSJ; 10 years top-60 market experience: interview host, producer, reporter, anchor, college journalism instructor. Awards. Specialty: interview show. Box A-97.

Sharp Reporter/Anchor, 27, three years television experience in medium market, news and sports. Box A-129.

Award-winning TV reporter. Excellent background with highly-regarded news station. Experience includes: network leads; investigative mini-docs; and stint as medium market News Director. Seek post in South, Southwest, or West. Box A-141.

TV News Director. Record of achievement in medium market. A thoughtful, innovative approach. Superb background as large market reporter. Desire ND slot in medium-large market in Sunbelt or West. Box A-145.

Knowledgeable Weatherman. Top 30 veteran wants a new opportunity. Very experienced, personable. Minicam environmental/scientific/news reports-charts, graphics, the works. Salary secondary to good station and location. Box A-147.

One of the country's finest medium market young anchors is looking. He's in no hurry. But is willing to consider possibilities both immediate and future. Background includes 4 years political public relations and 5 years broadcast journalism. Only those organizations dedicated to news excellence need inquire. All inquiries treated in confidence. Box B-4.

Assignment Editor-Producer of number one rated news in top-100 market. seeks similar position in major market... will consider medium markets in California, Arizona, Nevada and Florida. Box B-8.

Professional broadcast journalist seeking Television reporter/anchor position. I'm a highly-experienced radio newsman: Street reporter, all-news anchorman, news director. A.P. award winner. Bachelor's Journalism. Hard working, aggressive. Great appearance too. Box B-16.

Recent college graduate seeks entry level news reporting opportunity. Single, B.A. in journalism, Sigma Delta Chi, strong talk-show background. Four years college radio experience, including TV news internship at medium market CBS affiliate. Living in Harrisburg, PA area, but will re-locate. Box B-17.

Sharp-writing, sharp-looking Columbia U-trained print journalist seeks position as TV reporter. Have academic background in broadcast journalism. Experienced, available, 26. Call Roger Smith 617-522-0810.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

TV and Radio Copywriter. Have written copy for Hollywood TV studios. 203-523-9318.

Switcher/Director, 10 years experience with NBC affiliate, very strong and tight on news blocks. 33 years old, married 10 years, one child. 5 years previous Radio experience, knowledgeable in all facets of TV/Radio Production. Looking for warm climate. Minimum pay: \$12,000. Please reply Box B-3.

Executive Producer or Program Director. Creative person with good communications skills and major market experience in all phases of live, film and videotape production. Write for resume, Broadcasting Box B-9.

Mea Culpa—I got out—now want back in. 3 yrs. experience, BA. Would like Directing or Promotion. Prefer Midwest. Reply Box B-19.

If you're reading this ad, I'm what you're looking for! Experience on air switching, assisting news department in editing news inserts for local broadcast, and director of mini-newscast. I can give you maxi results. Box B-36.

Production Manager, 20 years in Television. Dedicated professional will organize and train dynamic creative department. Box B-55.

I want to start with you and grow with you. I have production experience in film, TV and records. I write TV scripts, do TV reporting, free lance still photography, and radio programming. If you want a hard worker and loyal staff member, write or call Steven Leigh Piva, 2300 Sedgwick Avenue, New York, NY 10468. Home telephone 212-364-0188, 24 hr answering service. 212-691-7950. Full resume, letters of reference and Sony KCS10 3/4" cassette or Sony 1/2" video tape V10H reel available on request.

Graphic Artist. 10 Years Television Experience. Upper Thirties. Immediate. Van Rinehart, 201 Claremont Avenue, Louisville, KY 40206.

Production Manager. Currently Production Supervisor for a top 12 No. 1 rated Network affiliate and looking for a challenging position with growth potential. Production Manager, Promotion, Producing, Directing and Sales experience 26 years old with 7 years experience. Don Helms 314-878-8965.

TV Feature and Documentary Producer, unique approach to presentation, proven success, major national credits. PO. Box 014335, Miami, FL 33101.

Community Affairs are crucial. 10-yr producing (2 Nat'l Emmys) and marketing pro with Ph.D. seeks challenging responsibility as Dir. Community/Public Affairs. I offer fresh insight, sound judgment, wealth of management skill and experience, deep commitment, and solid background for major station with progressive management and realistic budget for ascertainment, PSA, Children, Religion, Education, Consumer, etc. 314-382-0975.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

Wanted: UHF TV Transmitters instant cash paid for all models. Call Bill Kitchen: 904-837-2798.

16mm SOF Camera—want used sound rig in good condition. Steve Grissom, 813-936-0195.

FOR SALE EQUIPMENT

5" Air Helix—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

1-RCA TT25BL Transmitter with spare visual final, complete with side band filter and harmonic filters. Now on air, Available April-1978. Mr. Harry Lawson, C.E., WBRC-TV, PO. Box 6, B'ham, AL 35201. Phone 205-322-4701.

Sony D-100's, Grass Valley Switcher, Norelco Audio Console, Time Base Corrector and Datatron Editing Controller. Reasonably priced. Call 202-783-2700.

Complete Stereo Production studio, includes two Ampex 601-2 Recorders, all for \$2,000. Priced for quick sale. 404-934-2742.

For sale: General Electric TT-36-A High Band 50KW TV Transmitter with many extras. Tuned to Channel 10; 2,000 ft. of 3 1/8" Prodelin Transmission Line. General Electric TY-42-B Helical Antenna for Channel 10. All equipment now in use. Will be available in April, 1978. Contact Richard A. Swank, Chief Engineer, WILX-TV, PO. Box 30380, Lansing, MI 48909. 517-783-2621.

Norelco PC-70 Color Camera, Super FET. Separate Mesh Light Bias Tubes, 10 to 1 Servo Zoom Lens with Shot Box. Excellent Condition. Call R. Hippler 313-548-2500.

For Sale: Used studio equipment ideal for schools or business. Complete Color Video Package Includes: (2) IVC 90 Cameras, Telemation Switcher, (1) IVC 825 1" VTR colorizer and encoders, 200 foot video cable included. For complete information call or write: Triton College, 2000 Fifth Avenue, River Grove, IL 60171, Attn: Dr. D. Kozlowski, 312-456-0300 x 460.

Pair Tapecaster Cart Machines, Mono, one record-play. Three months old. \$900. 212-792-7689.

Gates BC IF 1,000 watt Transmitter. Good condition. \$1,250. Contact Lyle Richardson, KUDE, Oceanside, CA 92054. 714-757-1320.

TK-27 with all modifications. Three PC-70 Cameras. One CDL Model VSA-102 Audio Video Switcher. Bill Orr, WBNS Stations, 614-460-3912.

Revox A-77 New, factory guarantee \$699. Val-tronics Inc. Call collect 717-655-5937.

Audiopak Cartridges new, factory wound, 24 for \$39.95. Val-tronics Inc. Call collect 717-655-5937.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Hundreds of Deejays renewed again! Guaranteed funnier! Freebie. Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

KNOCKERS! A great set of funny recorded bits for your show. Sample. Box 1008, Kaneohe HI 96744.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade ... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Editorial Capsule Opinion research weekly. Trial subscription—\$3.78 Broadcast Service Assoc., 663 Fifth Ave., New York, 10022.

Radio and TV Bingo. Oldest promotion in the industry. World Wide Bingo—PO. Box 2311, Littleton, CO 80160, 303-795-3288.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin February 13, March 27. 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.

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.

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.

1978 "Tests-Answers" for FCC First Class License. Plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco 94126.

Radio License Institute offers extensive preparatory training for the FCC first class license. Over 90% of our students pass their exam the first time. Both six-week daytime and eight-week nighttime classes available year round. State approved for Veterans. RLI, 216 E. Montague St., Charleston, SC 29406, 803-744-7189.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhatten Beach, CA 90266 213-379-4461.

1st phone test preparation. Free information. VA. benefits. Financial Aid. A.A.B. 726 Chestnut Philadelphia 19106. Phone 215-922-0605.

Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, PO. Box 45765, Dallas, TX 75245, 214-352-3242.

RADIO

Help Wanted Announcers

SUPER TALENT

The sunshine is waiting An expanding new group operation will be adding one or two personalities for the new year. Contemporary modern country presentation. Only big leaguers and exceptional up and coming talent need apply. Voice, presentation, production abilities a must ... top compensation and benefits ... E.O.E., Tape & resume all to:

Tom Allen
Program Director, WVOJ
1435 Ellis Rd. S.
Jax, Fla., 32205

HEAVY MOR PERSONALITY

We very seldom have openings for air-staff positions simply because most of our personalities just don't want to work anywhere else. So, when we do look for someone, he or she must be extra special. If you're a polished, professional entertainer interested in joining one of the finest stations in the country, we'd love to hear from you. We're the dominant outlet in the 38th market and we offer an unusually attractive package of earnings, security, facilities, beaches and sunshine. Rush tape and in-depth resume, including salary history to Mike Harvey, Program Director, WFTL Radio, PO. Box 5333, Ft. Lauderdale, Florida 33310. All replies in complete confidence.

Help Wanted Technical

WEST COAST OPPORTUNITY Engineering Manager

Expanding West Coast broadcast equipment manufacturer offers an excellent opportunity for an above average engineer. This position requires the ability to evaluate RF—linear and digital circuitry as well as strong supervisory ability and a minimum of 5 years experience. Both manufacturing and broadcast experience are desired.

If you are ready for a new challenge forward your reply and resume to Box A-94.
An equal opportunity employer

Help Wanted Announcers Continued

Sun Belt Power Station!

Talk Show host.

Adding muscle to News and talk format. Looking for Talk Show host who is witty, warm, intelligent audience stimulator ... no agitators. Must be highly organized and have a good track record.

Sportscaster

Strong on-air personality—strong reporter. No "Gee-whiz" types please. Full particulars in first reply.

Box A-86

Help Wanted Management

FEMALE OR MALE CONSULTANTS

Well established "Executive Search" firm is expanding and we're interested in adding 2 consultants to our staff. Candidates must be comfortable working with top-level broadcasting executives and enjoy the challenge of solving client problems. High energy level and excellent written and verbal skills essential to success as a recruiting consultant. Limited travel to all areas of the country from attractive, new offices near O'Hare Airport. Send resume, and letter stating why you are interested in this unique opportunity. Lee Hague, Ron Curtis & Company, Renaissance Plaza, 1460 Renaissance Drive, Suite 213, Park Ridge, Illinois 60068. All replies answered promptly.

SUN BELT

Have you ever worked for a radio station that increased revenues 500% the first year and doubled sales the second year? (One thousand percent increase over 2 years!) KLAZ in Little Rock accomplished this feat and also tripled audience to become the highest ARB rated FM station in the top 100 markets. Profits in our third year will be substantially greater than the purchase price.

Our Tulsa radio station, KWEN, is enjoying the same kind of record breaking growth and we're ready to start acquiring new stations as soon as we can develop replacements for the management and sales people we will be sending to our next market.

If you have exceptional talent and the desire to move ahead quickly, we can promise a learning experience not available anywhere else in the radio industry. This may be the opportunity you have been seeking to advance your career. Unless I hear from you, we will never know.

Send resume, salary requirements, and letter stating your short and long term goals to Ron Curtis, Renaissance Plaza, 1460 Renaissance Drive, Suite 213, Park Ridge, Illinois 60068. All replies answered promptly.

Books for Broadcasters

304. **AUDIO CONTROL HANDBOOK**—for radio and television broadcasting, 4th edition. Revised and Expanded by Robert S. Oringel. Closely following the format of the three earlier editions, the fourth has been almost entirely rewritten. Reflects changes in equipment and techniques, while digging deeper into all technical and electronic aspects of audio operation. 192 pages, illustrated, index **\$10.00**
324. **TELEVISION NEWS, 2nd Edition, Revised and Enlarged** by Irving E. Fang. Revised throughout and reset, including many new illustrations, expanded treatment of radio news, updated discussions on First Amendment problems related to electronic journalism. 384 pages, 6 1/8" x 9 1/4", about 100 illustrations **\$12.50**
332. **THE TECHNIQUE OF THE SOUND STUDIO, Radio, Television, Recording, 3rd Revised Edition** by Alec Nisbett. The basic approach of this widely-used text and guidebook emphasizing general principles rather than rule-of-thumb, has the latest technological developments. 558 pages, 5 1/2" x 8 1/2", 234 diagrams, glossary **\$14.50**
307. **CLASSROOM TELEVISION: New Frontiers in ITV** by George N. Gordon. When to use instructional television, when not to use it, how to use it, and how not to use it. 320 pages, 6" x 9", 133 ill **\$8.95**
312. **THE TECHNIQUE OF TELEVISION PRODUCTION, 9th Revised Edition** by Gerald Millerson. Now revised and updated throughout to reflect the latest techniques and with a new chapter on color TV, this book consolidates its leadership as the standard in the field. 440 pages, 1,160 illustrations, bibliography **\$14.50**
358. **VIDEOTAPE RECORDING: Theory and Practice** by J.F. Robinson. Provides a comprehensive coverage of the whole field for the student and the professional. Describes VTR equipment in current use, closed circuit systems, material on cassettes and cartridges, and a chapter on editing (*Library of Image and Sound Technology*). 320 pages, 6" x 9", graphs, diagrams, bibliography, glossary **\$18.50**

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

please send me book(s) number _____
my check in the amount of _____ is enclosed.

Name _____

Firm or Call Letters _____

Address _____

City _____

State _____ Zip _____

Situations Wanted Programing, Production, Others

DAVE DONAHUE

Country programing pro, Group PD, Consultant NUMBER ONE results ... everywhere is AVAILABLE Now. Call 319-365-8726.

TELEVISION

Help Wanted Management

MANAGER

Sales and Marketing background preferred for growing Southeast Cable System. Send resume to Box A-64. An Equal Opportunity Employer M/F

Help Wanted Technical

LAS VEGAS

Based remote videotape facility company wants top Maintenance Engineer. Experience preferred with Norelco Cameras, Ampex VTR 1200/2000's & Grass Valley accessories. Some travel required. Call Collect (702) 873-3660. Trans-American Video Inc. of Nevada. Fifty Plaza Vegas. 3355 Spring Mountain Road. Las Vegas, NV 89102

Help Wanted Technical Continued

MAINTENANCE ENGINEER

Three to five years prior maintenance experience will put you on this up-to-date facility's team. Excellent benefits and future with a No. 1 in market, CBS Southeast affiliate.

Equal Opportunity Employer M/F

Contact: Jack Becknell
V.P. Engineering
WCSC-TV
P.O. Box 186
Charleston, SC 29402
(803) 723-8371

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601.

SALES ENGINEER

Broadcast Equipment Division

Experience in RF including UHF, VHF solid state, transmitter & microwave systems with the ability to translate information to meet customer requirements. Basic television industry background helpful with an EE degree. Willingness to travel within the continental U.S. Compensation includes base salary plus commission plus company car.

ENGINEER

Experience in digital video, analog video as well as some mechanical aptitude. Willingness to learn new & exciting products in the broadcast equipment field with the capability of developing systems & interfacing with various types of electronic equipment. Attractive base salary, with some limited travel.

Please submit resume with salary history in confidence to
NATIONAL SALES MANAGER

NEC

NEC AMERICA

Broadcast Equipment Division
130 Martin Lane,
Elk Grove Village, Illinois 60007
An Equal Opportunity Employer M/F

**Help Wanted Technical
Continued**

**BROADCAST
FIELD ENGINEERS**

RCA Service Company has immediate opportunities for field engineers with at least 3 years experience in the maintenance and repair of VHF and UHF television transmitters, television tape and/or color studio equipment. Successful candidates should have a 1st Class FCC Radiotelephone license, plus a strong digital electronics background.

Positions offer salaries commensurate with qualifications and experience, plus outstanding benefits including:

- Free medical insurance for you and your family
- Free life insurance.
- Paid vacation and holidays
- Liberal retirement program

Relocation unnecessary if you are now located near good air transportation service.

For immediate consideration, send resume to: Mr. V.D. Eichenlaub, RCA Service Company, 102 Gaither Drive, Mt. Laurel, NJ 08054.

Equal Opportunity Employer F/M.



**Help Wanted Programming,
Production, Others**

**TV Personnel
Needed**

The Christian Broadcasting Network, Inc., a non-profit, religious corporation and producers of "The 700 Club," has a continuing need for experienced personnel in all areas of programming, production, and engineering to help spread the Gospel to the world. Please key resume with a "B" and send to CBN Personnel, Virginia Beach, Va. 23463. Equal Opportunity Employer.

PRODUCER-WRITER

To produce and write audio-visual programs for Health Care Professionals. Production primarily in video with some slide/sound work. Applicant will be responsible for total production coordination with particular creative responsibility for writing proposals and scripts.

Programming varies from educational to public relations to promotional with heavy emphasis on educational. Person to work with internal and external production facilities.

Interested in a person with 3-5 years of broad production experience. B.A. degree or equivalent required. Salary \$16,000-\$22,000 with liberal fringe benefits. Send resume and complete salary history to Media Center, American Hospital Association, 840 North Lake Shore Drive, Chicago, IL 60611.

**Help Wanted Programming,
Production, Others
Continued**

WSNS, Chicago

is looking for qualified baseball camera operators and studio personnel to operate audio, telecine and studio cameras ... some residual directing involved ... EXPERIENCE NECESSARY! EOE. Send Resume: c/o Rich Plotkin, WSNS-TV, 430 West Grant Place, Chicago, Illinois 60614.

Help Wanted Sales

**Southwest
Regional Sales
Manager**

The Grass Valley Group, Inc. seeks a capable and creative individual to represent our products as Regional Sales Manager for the Southwestern United States.

Based in the Dallas, Texas area, this key position requires someone with an excellent technical background in broadcasting. Preference will be given to individuals with proven sales experience. Our compensation package includes excellent company benefits in addition to our sales and commission program.

Interested applicants please submit a resume in confidence to Val Marchus, Personnel Manager, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F.

A Tektronix Company

**The Grass
Valley Group**

Radio Programing

**THE BIG BANDS
ARE BACK**

One 55-minute weekly program of Big Band sounds with host Jim Bolen.

PROGRAM DISTRIBUTORS:
11 Vista Drive
Little Rock, Arkansas 72210
501-378-0135



LUM and ABNER

5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
11 VISTA DRIVE
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

Business Opportunity

SALESPeOPLE WANTED

Experienced, freelance radio salespeople to sell new, unique five-minute radio program on Alcoholism: Bill, the Alcoholic. Program already proven in sales and listener response. Earn 40 percent. Contact Bill Rust, Box 1131, Greenville, Texas 75401. Phone 214-455-1338.

Public Notice

The City of Burkburnett, Texas, will accept applications for a CATV system until 5:00 p.m., April 17, 1978. Application forms may be obtained from the City Manager's Office, 415 Ave. C, Burkburnett, Texas, 76354.

Miscellaneous

**BUILD A BETTER
STATION**

Call Aderhold Construction Company. A complete construction management team of architects, builders, engineers and designers. No problem too large or too small. 404/233-5413.



**Aderhold Construction
Company**

3384 Peachtree Rd. NE / Atlanta, Georgia 30326

Free Golf/Car Rental

FLORIDA FREE GOLF

Completely furnished deluxe condominium apartments for two \$55 per day until April 21 with greens fee included at nearby top-rated Deer Creek C.C. Rent-A-Car available through Apex-Courtesy Car Rental. WE FEATURE FORDS.

Write or call

VILLA LAGO APARTMENTS
3910 Crystal Lake Drive
Pompano Beach, Fla. 33064 (305) 782-3400
SORRY, NO PETS

Wanted To Buy Stations

TV ACQUISITION

Privately held company interested in TV acquisition. Must have positive cash flow. Cash or terms. Replies treated in strictest confidence. Box A-87.

PUBLIC COMPANY

interested in acquisitions and/or mergers.
T.V.—Radio.
Profitability not a factor.
Reply Box E-69.

VHF-TV

in Top 50 Market wanted for broker's client. (UHF considered.)

Box B-25

For Sale Stations

**Fulltime AM
with FM**

Absentee owned. Within 100 miles of Washington, D.C. Underdeveloped facility has good growth potential. Priced at 7.5 times cash flow. Includes real estate. Principals only. Box B-26.

RALPH E. MEADOR

Media Broker
AM - FM - TV - Appraisals
P.O. Box 36
Lexington, Mo. 64067
Phone 816-259-2544

**MEDIA BROKERS
APPRAISERS**

RICHARD A.
SHAHEN INC.
435 NORTH MICHIGAN • CHICAGO 60611
312-467-0040



- Powerful fulltimer, good metro area of GA, real estate, billed about \$300,000. \$590,000.
- Class A FM, GA city, 50% for \$175,000.
- AM/FM within 50 miles of NYC. Powerful FM. Majority share \$710,000. Terms.
- UHF TV with 20 cable systems in South. \$1,150,000.
- Powerful Fulltimer in Central Arizona. \$900,000. Terms.
- Daytimer, Sou. Calif. Exclusive programming. Billing \$200,000. Positive cash flow of \$65,000. County pop 350,000. \$520,000. Liberal terms.
- Powerful ethnic daytimer with good billing. Central Georgia metro area. \$810,000. Assume corporate note.
- AM/FM near major Northeastern metro market. Cash billing about \$800,000. Pop 2 1/2 million. Real Estate. Excellent buy for \$2,000,000. Terms.
- Fulltimer. Near coast of Maine. FM on file. Billing \$80,000. Real estate. \$160,000.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Powerful stereo. Near Canada. Solid investment. \$400,000. Assume note.
- Oregon fulltimer. Profitable. \$180,000. Terms.
- Class "C" Stereo. Central Texas. 30,000 pop trade area. Good billing. \$260,000.
- Fulltimer, S.E. Tenn. metro area. Billed \$300,000 in 1976. Sacrifice for \$550,000. Great terms.
- Daytimer. Southern Georgia. \$265,000.
- Powerful fulltimer in New Mexico. \$725,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511m 24 HOURS

For Sale Stations Continued

 **CHAPMAN ASSOCIATES**
media brokerage service

STATIONS

CONTACT

W Small	AM	\$142k	\$36k	Galen Gilbert	(214) 387-2303
S Small	AM	\$150k	29%	Paul Crowder	(615) 298-4986
W Small	AM/FM	\$350k	\$101k	Bill Hammond	(214) 387-2303
MW Small	AM/FM	\$655k	\$175k	David Kelly	(414) 499-4933
W Med	AM/FM	\$1.1kk	29%	Ray Stanfield	(213) 363-5764

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Drive, N.E., Atlanta, Ga., 30341

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Contact: Washington
William L. Walker
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
202-223-1553

H.B. La Rue, Media Broker

RADIO • TV • CATV • APPRAISALS

WEST COAST: 1204 RUSSELL BUILDING • SAN FRANCISCO, CALIFORNIA 94104
415/873-4474

EAST COAST: 210 EAST 83RD ST., NO. 8D, NEW YORK 10022
212/888-0737

**BROADCASTING'S
CLASSIFIED RATES**

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

BOOKS

- 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**
- 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**
- 422. **HOW TO WRITE NEWS FOR BROADCAST & PRINT MEDIA** by David Dary. A complete handbook on journalism for the student or practicing newswoman in both print and broadcast fields. 192 pages. **\$9.95**
- 430. **THE POWER TECHNIQUE FOR RADIO-TV COPYWRITING** by Nell Terrell. Based on a series of workshop seminars developed and conducted by the author for professional broadcasters. 224 pages. **\$9.95**
- 431. **PROMOTIONAL & ADVERTISING COPYWRITER'S HANDBOOK** by Thomas F. Ris. Contains 18 "real-life" assignments in preparing copy for newspapers, magazines, billboards, direct mail, radio and TV. 128 pages. **\$7.95**

BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036

please send me book(s) numbers _____
my check in the amount of _____ is enclosed.

Name _____

Address _____

City _____ State _____ Zip _____

Stock symbol	Exch.	Closing Wed. Jan. 18	Closing Wed. Jan. 11	Net change in week	% change in week	High	1977-78 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
Programming												
COLUMBIA PICTURES	CPS	N	15 1/8	15 1/2	- 3/8	-	2.41	20 1/2	7 3/8	6	6,748	162,063
DISNEY	DIS	N	36	36 1/2	- 1/2	-	1.36	47 5/8	32 1/2	14	31,894	1,148,184
FILMWAYS	FWY	A	8 3/8	8 1/4	+ 1/8	+	1.51	9 7/8	6 7/8	6	2,579	21,599
FOUR STAR			1 1/8	1 1/8				1 1/4	3/4	11	666	749
GULF + WESTERN	GW	N	11 3/8	11 1/8	+ 1/4	+	2.24	18 3/8	10 1/4	4	48,215	548,445
MCA	MCA	N	35 1/8	35	+ 1/8	+	.35	42 3/4	32	8	18,554	651,709
MGM	MGM	N	27 1/4	25 1/2	+ 1 3/4	+	6.86	23	16	12	14,111	384,524
TELETRONICS SERVICE			4 1/2	4 1/2				6 1/2	3 1/2	6	1,013	4,558
TRANSAMERICA	TA	N	14	13 1/2	+ 1/2	+	3.70	16 1/2	13 1/2	6	66,928	936,992
20TH CENTURY-FOX	TF	N	22 1/2	20 7/8	+ 1 5/8	+	7.78	25 7/8	10	4	7,664	172,890
WARNER	WCI	N	30 1/8	30 1/4	- 1/8	-	.41	32 3/4	25 3/4	6	14,352	432,354
WRATHER	WCO	A	9	8 5/8	+ 3/8	+	4.34	9 1/4	4 1/2	7	2,243	20,187
TOTAL									214,987	4,424,254		

Service

BBDO INC.	BBDO	O	24 1/4	24 1/2	- 1/4	-	1.72	29 3/4	22 1/2	7	2,513	60,940
COMSAT	CO	N	30 3/4	29 3/4	+ 1	+	3.36	36 3/4	28 3/4	8	10,000	307,500
DOYLE DANE BERNBACH	DOYL	C	19 1/8	19 1/4	- 1/8	-	.64	22	15 3/4	6	1,876	35,878
FOOTE CONE & BELDING	FCE	N	15 5/8	15 3/4	- 1/8	-	.79	18	14 3/4	7	2,304	36,000
GREY ADVERTISING	GREY	O	29	29				32	16 1/2	5	716	20,764
INTERPUBLIC GROUP	IPG	N	25 1/8	26 3/4	- 5/8	-	2.33	39 1/4	27 1/2	7	2,387	62,360
MCI COMMUNICATIONS	MCIC	O	4 1/4	3	+ 1 1/4	+	41.66	4 1/4	7/8	43	20,137	85,582
MOVIELAB	MOV	A	1	1 1/8	- 1/8	-	11.11	3	1	7	1,410	1,410
MPC VIDEOTECHNICS*	MPO	A	5	5				9	4	7	520	2,600
A. C. NIELSEN	NIELS	O	22	21 1/2	+ 1/2	+	2.32	22 1/2	19 7/8	12	10,832	238,304
OGILVY & MATHER	OGIL	O	37 3/4	37 1/2	+ 1/4	+	.66	41 3/4	31	7	1,905	68,138
J. WALTER THOMPSON	JWT	N	23 1/2	23 1/4	+ 1/4	+	1.07	24 5/8	15 1/8	8	2,649	62,251
TOTAL									57,149	981,727		

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	4 1/2	4 1/2				6	2 3/8	5	1,672	7,524
AMPEX	APX	N	11	10	+ 1	+	10.00	11	7 3/8	11	10,924	120,164
ARVIN INDUSTRIES	ARV	N	18	16 1/2	+ 1 1/2	+	9.09	20 3/4	14 1/2	4	5,759	107,262
CCA ELECTRONICS*	CCA	O	5/8	5/8				5/8	1/8	3	897	560
CETEC	CFC	A	3 1/2	3 1/4	+ 1/4	+	7.69	3 1/2	1 3/4	11	1,654	5,789
COHU	COH	A	2 7/8	3	- 1/8	-	4.16	3 1/2	2 1/8	9	1,779	5,114
CONRAC	CAX	N	20 3/4	20 3/4				27 1/4	19 5/8	7	1,803	37,412
EASTMAN KODAK	EASKO	N	49 5/8	49 1/2	+ 1/8	+	.25	86 3/4	49 1/2	13	161,369	8,007,936
FARINON	FARN	O	8	8 1/4	- 1/4	-	3.03	12	8	8	4,628	37,024
GENERAL ELECTRIC	GE	N	46 1/2	46 1/4	+ 1/4	+	.54	56 5/8	45	10	184,531	8,563,016
HARRIS CORP.	HKS	N	40 1/2	39 3/4	+ 3/4	+	1.88	45 3/4	28	11	12,164	492,642
HARVEL INDUSTRIES*	HAHV	O	4 1/4	4 1/4				5 1/2	1 1/8	11	480	2,040
INTL. VIDEO CORP.	IVCP	O	5/8	5/8				2 3/8	1/4		2,701	1,688
MICROWAVE ASSOC. INC	MAI	N	28 1/2	25 1/4	+ 3 1/4	+	12.87	28 1/2	20 1/4	11	1,320	37,620
MOTOPOLA	MOT	N	36 1/4	35 5/8	+ 5/8	+	1.75	56 7/8	34 1/4	11	28,544	1,034,720
N. AMERICAN PHILIPS	NPH	N	27	26 5/8	+ 3/8	+	1.40	36	26 5/8	6	12,033	324,891
OK INDUSTRIES	OKI	N	17 1/8	17 1/8				19	7 5/8	19	1,637	29,061
RCA	RCA	N	23 3/4	22 3/4	+ 1	+	4.39	31 3/4	22 3/4	8	74,812	1,776,785
ROCKWELL INTL.	ROK	N	29	29				36 3/4	27 1/4	7	32,700	948,300
RSC INDUSTRIES	RSC	A	1 7/8	1 7/8				2 3/8	1 5/8	8	2,690	5,043
SCIENTIFIC-ATLANTA	SFA	A	21 5/8	21	+ 5/8	+	2.97	23 1/2	16 3/4	13	1,646	35,594
SONY CORP.	SNE	N	7 3/4	7 1/4	+ 1/2	+	5.89	10 3/8	7	12	172,500	1,336,875
TEKTRONIX	TEF	N	35	34	+ 1	+	2.94	63 1/2	29 1/4	12	17,804	523,140
TELEMETION	TMT	O	1	7/8	+ 1/8	+	14.28	1	1/2	1	1,050	1,050
VARIAN ASSOCIATES	VAP	N	17 3/4	17 3/4				21	14 3/4	11	6,336	121,374
WESTINGHOUSE	WX	N	17 3/4	17 1/4	+ 1/2	+	2.99	22	16 1/4	6	87,434	1,551,953
ZENITH	ZE	N	13 1/2	13 1/4	+ 1/4	+	1.88	23	13 1/4	18	18,818	254,043
TOTAL									555,742	30,963,707		
GRAND TOTAL									1,765,397	49,401,511		

Standard & Poor's Industrial Average 99.7 108.7 -9.0

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.
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.

Profile

Tom Leahy: engineering a comeback for CBS's owned-and-operated TV's

Tom Leahy isn't one to rattle off his accomplishments. Be it modesty, admiration for his colleagues or team strategy, he's quick to direct attention from himself.

Ask about his first job in broadcasting, as an NBC-TV page, and he'll talk about being "allowed to stand next to and among the movers and shakers." Look for the reasons he was chosen last September as president of the CBS Television Stations Division and he'll mention being "lucky enough" to have worked with people from whom he could learn.

What Mr. Leahy doesn't mention is that he faces the major challenge—and what could be the major accomplishment—of his career thus far. Tom Leahy is a man with a big assignment: to restore the Tiffany group of CBS owned-and-operated TV stations to the prominence that lately has been slipping away.

Try to find out what he plans for the division and he'll say: to "people [it] with those individuals that can grow and accept responsibility."

It's a management philosophy that's close to home. Back in 1960, the ABC sales force took a chance on a young man with an engineering background and once he made it over to CBS two years later, it was a steady progression up the organization.

Tom Leahy's entry-level job in broadcasting was more for convenience than out of any great love for the business. The hours required of an NBC-TV page meshed well into his schedule as an electrical engineering student at Manhattan College in his native New York. Although he "applied cold" for the job, without any broadcasting aspirations, the experience started him thinking.

When graduation came a year later in 1959, however, he was hesitant to forsake his hours in engineering classes. As he puts it, he "went legit," taking a job as sales trainee for Link Aviation in Binghamton, N.Y. An active-duty stint in the U.S. Army Reserve followed and by mid-1960, Mr. Leahy was back in New York City—and back in broadcasting.

In approaching a career in television sales, Mr. Leahy's own self-confidence proved his best credential. "I knew instinctively I could do it," he recalls. His instincts didn't steer him wrong.

From ABC-TV to the New York sales office of WGN-TV Chicago, through the sales teams of WCBS-TV New York and the CBS-TV network in New York and Chicago, Mr. Leahy spent almost all of the 1960's as an account executive.



Thomas Francis Leahy—president, CBS Television Stations Division; b. June 30, 1937, New York; BEE, electrical engineering, Manhattan College, New York, 1959.; active duty, U.S. Army Reserve, 1960; page, NBC-TV, 1958-59; salesman, Link Aviation, Binghamton, N.Y., 1959-60; account executive positions at ABC daytime television network, 1960-61; WGN-TV Chicago (New York office), 1961-62; WCBS-TV New York, 1962-64; CBS-TV Chicago, 1964-66; CBS-TV New York, 1966-69; director of daytime sales, CBS-TV New York, 1969-71; vice president, CBS Television Stations, 1971-73; vice president, general manager, WCBS-TV, 1973-77; present position since September 1977; m. Patti Flanagan, May 5, 1962; children—Patti Ann, 14; Allison, 12, and Thomas Jr., 9.

He entered the management ranks in 1969 when he became director, daytime sales. In 1971 he was repositioned with the CBS owned-and-operated TV stations, in the newly created role of vice president, sales. Next came the job of vice president and general manager for WCBS-TV in 1973 and last year the presidency of the division responsible for WCBS-TV, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis and KNXT(TV) Los Angeles, as well as CBS Television Stations National Sales, the representative arm of the five stations.

It's been a long time and innumerable client calls since Tom Leahy was debating how hard it would be to transfer engineering credits and switch his studies. In retrospect, he's glad he didn't. Electrical engineering courses may not be the classic way into television sales but he says the discipline taught him the "mental gymnastics" necessary to get to the heart of a problem—with emphasis on the "practical" and the "bottom line."

Yet getting to that bottom line doesn't necessarily mean following pat formulas or carrying a rule book in hand. In describing the kind of operation he's trying to run,

Mr. Leahy speaks of "nobody waiting to get a reading on what the house position is." His philosophy, he says, is that "I don't know" is an acceptable answer." but if you've got an opinion, "you'd better be able to defend it."

The flexibility that he hopes to bring to his staffers apparently was the same as he brought to clients. Mike Moore, senior vice president and director of media management at Benton & Bowles advertising, says: "He is the kind of guy who will ask the question: 'How can we work it out?'"

And when Mr. Moore calls him "a very good businessman with honesty that shows through" and with "talent written all over him," it's an appraisal similar to one offered by Ted Shaker, president of the Arbitron Co. He's a "fast study," Mr. Shaker says, adding that Mr. Leahy is foresighted and innovative enough to anticipate and respond to crises before they occur.

In particular, Mr. Shaker recalls that it was through Mr. Leahy's urgings and "perseverance" about five years ago that Arbitron uncovered and corrected a problem regarding its diary records of late-evening viewing.

Although he admits missing the "hands-on" responsibility that he had as general manager of WCBS-TV, Mr. Leahy claims now to be reaping the rewards to be had from "orchestrating people"—directing, encouraging and "hopefully inspiring" his staff.

Aside from working with packagers to develop new program types for the 7:30 p.m. access-time period, personnel is a major priority for Mr. Leahy. By hiring people who can grow with the company, he is looking to create a "farm team" of sorts. Over-all, he claims that "we have an ample supply of effective, efficient managers" but "where we're running dry" is on those who bring "imagination" and "creativity."

While his hours extend beyond 9-5, Mr. Leahy's time isn't exclusively CBS's. When not with his wife, Patti, and three children (a fourth is due in March) at his suburban New York home, he's likely to be filling organizational board seats both in and out of broadcasting.

A glance at his resume shows him as a board member of the Greater New York Red Cross, a trustee of the Big Brothers, not to mention activities that don't stop with the boards of the New York State Broadcasters Association and the International Radio and Television Society.

Closest to his heart, however, is his role as a trustee of Fordham Preparatory School, his alma mater—a "hold-out of quality" education, he says, in a now economically deprived section of the Bronx borough of New York.

Everybody's medium

The principal programing of Sunday, Jan. 15, provided an instructive exhibition of the range of service that television delivers to the American public. No two events could be less alike than the memorial service for Hubert Humphrey in the rotunda of the U.S. Capitol and the Super Bowl and related hysteria in New Orleans.

Only a miracle of modern science could produce a communications system that can present both Isaac Stern and the Kilgore Rangerettes without electronically regurgitating. At one moment Robert Merrill singing *The Lord's Prayer* and at another a Denver cheerleader wriggling for a cameraman—and on the same tube the same day.

Yet between the solemnity of the Humphrey memorial and the gross excess of ballyhoo that is the Super Bowl there was a universality of experience that only television can provide. How else could millions watch the farewell to a respected figure at the Capitol last Sunday morning and join the huge audience that broke television attendance records at the raucous Super Bowl that night?

Television is indeed a mass medium, encompassing the whole spectrum of public tastes. It can be no better, and certainly no worse, than the culture it reflects.

Two for one

Combined Communications Corp., which two weeks ago won FCC approval of its latest acquisition, WJLA-TV Washington, has been on a collector's binge. It has filled its portfolio of television stations, is approaching the FCC limit in radio ownerships, has picked up the *Cincinnati Enquirer* and the *Oakland (Calif.) Tribune*, and last week it got Bert Lance.

Mr. Lance has been hired as a commentator on Combined Communications' television station in Atlanta, where he remains a popular figure no matter what those pointy-headed liberals in Washington say about him. Surely, however, the company will not deny itself access to Mr. Lance's nonjournalistic skills as well. Mr. Lance retains his palship with the President of the United States and old contacts with U.S. bankers. His attraction to an expansion-minded corporation with a liking for leverage is obvious. He may become a hotter property off camera than on.

At last

The selection of J. Leonard Reinsch to receive the 1978 Distinguished Service Award of the National Association of Broadcasters is a belated recognition of a career that should have been honored long ago. It is also an indication that broadcasters may be outgrowing a neurotic fear of cable.

Matching Mr. Reinsch's record against that of several DSA recipients who come to mind suggests how large a handicap he has carried into NAB councils when, before retirement, he headed both the broadcasting and cable operations of the Cox Broadcasting Corp. To the conventional broadcasters who tend to dominate NAB affairs, cable has been thought of as the enemy. There were those who perceived less rigid colleagues, like Mr. Reinsch, to be traitors to their class.

That attitude is diminishing among most television broad-

casters, except those in small markets who feel threatened by the competition that cable can import. Elsewhere cable growth is proceeding at a rate that encourages broadcasters to think an over-the-air system will be in business long after present mortgages are paid.

This year the NAB's Distinguished Service Award will mean exactly what it says.

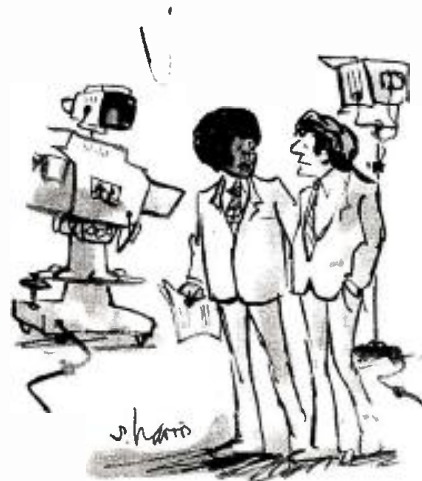
Where it belongs

We do not intend to get into the merits of the dispute now, but we think that Westinghouse Broadcasting Co., having decided to block any increase in network commercials on its TV stations, was right in the way it implemented the decision. That is, Westinghouse itself acted, instead of asking the government to act.

Westinghouse stations plan to cover with public-service announcements any network commercials in excess of the levels that existed on Jan. 1 (BROADCASTING, Jan. 16). Since only five stations are involved—one ABC affiliate, two CBS and two NBC—this in itself is not likely to deter any network from increasing its commercial load if it wishes to do so. But it is a game other affiliates can play, and if enough feel as strongly about it as Westinghouse does, the problem for the networks could be quite formidable.

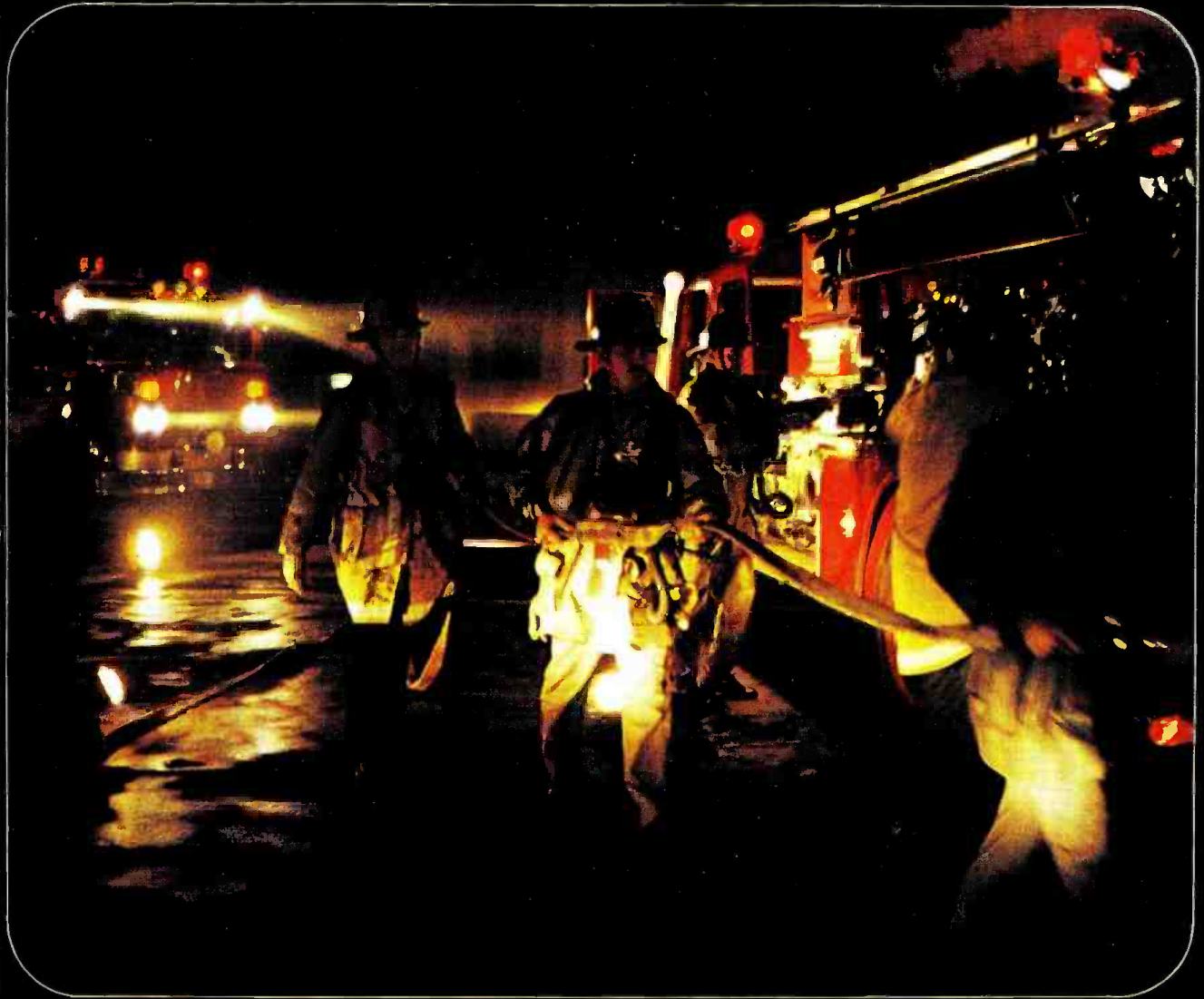
Westinghouse did suggest that the help of "regulatory bodies" might be needed as a last resort. It may also be argued that Westinghouse won't really need to ask for government help, on the theory that the essence of the present dispute is encompassed in the elaborate petition that Westinghouse filed 16 months ago for a general FCC inquiry that is still very much around.

Nevertheless, we like to see businessmen settle their differences among themselves. It is hard to invoke regulatory help without at the same time invoking regulatory hindrance.



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