

**ABC at 25:
Succeeding against the odds**

Broadcasting Feb 13

The newsweekly of broadcasting and allied arts

Our 47th Year 1978

NEWSPAPER

Movies that command attention!

"The Hindenburg" is one of the 50 biggest, most explosive movies in syndication.



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As expected.

The departure of “The Mary Tyler Moore Show” from network television last season prompted an unprecedented flow of fond farewells from the nation’s media.

Reflecting, accurately, the feelings of a national television audience.

It had been, with its 29 Emmys, an exceptional series. Starring an exceptional woman.

Neglected in most of the farewells was the obvious fact that Mary would be right back.
In syndication.

Mary is back with a bang!
Immediately capturing the prize audience
of local stations.



For 56 stations,
she draws an average 72%
more 18-49 women
than year-ago programming
in her time period!



For 70 stations,
she attracts an average 52%
more 18-49 women than
her lead-in
program!

**“The
Mary
Tyler Moore
Show”**



And for 38 stations,
she wins (in her first
sweep books) more 18-49
women than any competing
program!

Would you really expect anything less?



IN NEW YORK, NEW YORK



DONAHUE IS

#1#1#1#1#1

	Rtg.	Sh.	Homes	Women	Women 18-49
DONAHUE, WNBC	4	22	252,000	220,000	116,000
Siegel, WABC	2	13	152,000	135,000	79,000
*Liars/Parr, WCBS	1	6	68,000	46,000	5,000
*Bewitched/Lv. Am. St., WNEW	3	18	222,000	67,000	54,000
*Munsters/Adams, WPIX	3	18	214,000	50,000	43,000
Franklin, WOR	—	—	11,000	4,000	1,000
*Avg. of two shows					

In September 1977, WNBC switched to Donahue. Their rating for that time-slot soared. Their Women 18-49 nearly tripled. And now they're #1 across-the-board.

New York is sold on Donahue. Are you?

Call Don Dahlman at (513) 352-5955

Source: Dec. 1977 Nielsen (New York) audience and related data are based on estimates provided by the source indicated and are subject to the qualifications issued by this service. Copies of such qualifications available on request.



MULTIMEDIA
Multimedia Program Productions, Inc.
140 W. Ninth Street
Cincinnati, Ohio 45202

The Week in Brief

LIVE FROM THE SENATE □ Radio is admitted for the first time to the Senate chamber for the debate on the Panama Canal treaties. NPR goes gavel to gavel. **PAGE 27.**

IN DANGER □ The largest station trading deal ever—WJLA-TV Washington for KOCO-TV Oklahoma City and \$55 million in preferred stock—may be pulled back by the FCC for reconsideration or effectively blocked by citizen groups' court appeal. **PAGE 29.**

HOLLINGS HAS IN MIND □ Senate Communications Subcommittee chairman previews his cable legislation, hints that the marketplace will be the determining factor in regulation. **PAGE 30.**

TOLD IN THE 'TIMES' □ Van Deerlin states his case for the rewrite in the Sunday paper. **PAGE 30.**

WHO'S TO SEE? □ President Carter heads to New England, but he's not going to get much media coverage. **PAGE 32.**



SPECIAL REPORT: ABC'S 25TH ANNIVERSARY □ It all began on Feb. 9, 1953, when the FCC approved the merger of ABC and United Paramount Theatres. But it was a long haul from then to now, from a money-losing single radio network to a profitable four and from an also-ran TV network to prime time supremacy. The history of ABC's uphill fight as a company begins on **PAGE 39.** Leonard Goldenson—the man who put ABC together, built it up and refused to let it die. **PAGE 48.** Elton Rule—a key element in the management team in which ABC prides itself. **PAGE 54.** This wouldn't be nearly as happy an anniversary celebration if ABC-TV wasn't what it is today. The story of television's most surprising turnaround and a rundown of the affiliates who benefit from it. **PAGE 56.** The ABC radio networks—how one losing network was turned into four winners and the 1,450 stations that carry their services. **PAGE 74.** Radio and TV may be the engine pulling ABC's train, but there are several cars in tow—publishing, movie theaters, scenic attractions and records. **PAGE 100.**

FERRIS VISITS HILL □ The FCC chairman goes over the budget for fiscal 1979 with a House appropriations subcommittee. He reiterates some of his goals and says he will soon announce a staff for the network inquiry. **PAGE 102.**

ANOTHER GOOD YEAR □ CBS does it again in 1977 finances: Records are set by all groups and profits increase 11%. **PAGE 104.**

BETTER SETS □ The industry working group nudges the FCC on two points in connection with the project to develop a high-performance receiver that would permit relaxation of many UHF taboos. **PAGE 105.**

OPTING FOR OPT □ The steering committee for Operation Prime Time reviews presentations from a substantial number of producers, some representing major programming entities. **PAGE 107.**

KENTUCKY CURBS □ A bill in that state's senate would permit strong measures to be taken against national networks and state broadcasters that program obscenity and violence. **PAGE 107.**

LANCE'S BOW □ The former director of the Office of Management and Budget debuts on WXIA-TV Atlanta and it becomes a media event. **PAGE 103.**

TRYING UP HIGHER □ Turned down by a lower court, an Army officer asks the Supreme Court to review his libel case against *60 Minutes*. **PAGE 109.**

POLE BILL □ Congress adopts the Senate version of the cable attachment legislation. It gives states a stronger say. **PAGE 109.**

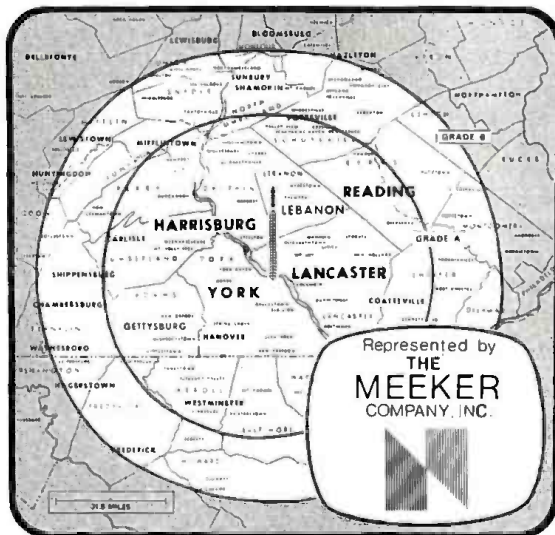
REROUTE TRAC-7 □ The Radio Advertising Bureau now feels the radio measurement service should be performed by an outside organization. A report on last year's feasibility study of the proposed methods is replete with praise. **PAGE 110.**

A JOB OF PARAMOUNT IMPORTANCE □ Rich Frank calls on his varied broadcasting background in advertising, sales, management and programming to head Paramount Pictures' new television service developing special projects and seeking out new markets such as Operation Prime Time. **PAGE 129.**

Broadcast Advertising..... 110	Closed Circuit..... 7	For the Record..... 113	Profile..... 129
Broadcast Journalism... 108	Datebook..... 16	Media..... 102	Programming..... 107
Business Briefly..... 10	Editorials..... 130	Monday Memo..... 24	Special Report..... 39
Cablecasting..... 109	Equip & Engineering... 105	Open Mike..... 21	Stock Index..... 127
Changing Hands..... 103	Fates & Fortunes..... 110	Playlist..... 108	Top of the Week..... 27



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In this active Lebanon County community WGAL-TV does the calling . . . and is extremely pleased with its reception. It is typical of the strong and consistent coverage provided throughout all segments of our 9-county DMA in Pennsylvania. In your media buying, contrast the WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales results.

Source: Nielsen 1977 County Coverage Report

WGAL-TV 8

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Another Steinman TV Station **WTEV** Providence R.I.-New Bedford-Fall River, Mass.

Closed Circuit[®]

Insider report: behind the scene, before the fact

Late starters

Experiments in prime-time program schedules may delay unveilings of next season's fall line-ups, at least for CBS-TV and NBC-TV. Short-run series tryouts will still be going on in April and May, making it possible some slots will still be tentative right up to, and even beyond, affiliate convention time.

ABC-TV, contemplating replacement needs of only four to five hours, has set target date for April 15. CBS and NBC are both thinking of early to mid-May, though latter has picked up some breathing room with rescheduling of affiliates meeting to June 18-20 (see story, page 28).

On paper at last

Months of bureaucratic haggling over draft of executive order implementing President Carter's plan to create National Telecommunications and Information Administration appear to have ended. At least, draft acceptable to various contending parties—at Commerce, where new unit will be located, State Department, Office of Management and Budget and National Security Council—has been completed, and is being circulated throughout executive branch for comments.

If clearance process is completed without further hitch, NTIA, which incorporates most functions of White House's Office of Telecommunications Policy and Commerce's Office of Telecommunications, could open for business late this month or early next. At same time Henry Geller's name would be submitted to Senate for confirmation as assistant secretary of commerce to head new unit.

Radio build-up

Program possibilities beyond news and perhaps additional radio networks are under heavy study at ABC Radio. Investigation is to accelerate next week as Richard A. Foreman, Southern Broadcasting's director of beautiful music operations, joins ABC Radio in new post of vice president, programming, for four networks. Appointment is to be announced shortly.

Senate on TV?

Passage of resolution to admit radio and TV to its innermost sanctum, and seeming resolution of controversial question of control of cameras (see story, page 28) would indicate U.S. House of Representatives will be first to go on air permanently. Not so, say some

knowledgeable sources, who are putting their bets on Senate. While House was wrangling over whether it or broadcasters would run TV (House, not surprisingly, won), Senate quietly finished installation of new lights that, according to one network news official, are sufficient for broadcast-quality picture from any place in chamber.

House Speaker Thomas P. O'Neill (D-Mass.) has said it will take at least year to work out technical problems, including lighting, before House goes on TV. Broadcast news people say if Senate gave its permission, networks could install light-sensitive minicameras now on market and go to work with minimum of intrusion into proceedings. Current radio coverage in Senate (see story, page 27), is only temporary, and will end with Panama Canal debates.

Hard times

National Citizens Committee for Broadcasting, which Nicholas Johnson has headed as chairman since leaving FCC in December 1973, is operating on lean budget that has caused cutbacks. Staff is down from 12 to three (or from 14 to 5, counting lobbying affiliate). Office has moved to smaller quarters. Publication of *Access* and *Media Watch* has been suspended. Problems apparently began with departure, last September, of Ted Carpenter, who had been executive director and chief fund raiser. He is now with Carnegie Commission studying public broadcasting.

Mr. Johnson, however, professes to be bullish about NCCB's future. He says it is funded through June, longest period for which it has had funding, he claims, and he talks of projects to be undertaken, including study on state of media reform movement.

Head to head again

FCC's Cable Television and Broadcast Bureaus will have another of their frequent disagreements this week, this one over future of rules designed to protect broadcasters' syndicated-programming exclusivity against cable television use. Cable Bureau will recommend rulemaking aimed at repealing rules. It will say there is no need for them, that broadcasters seldom invoke them, and that copyright law has served to equalize marketplace competition between stations and cable systems. It will also say rules hurt cable growth.

Broadcast Bureau, on other hand, will urge go-slow approach, recommend that if rulemaking is initiated, commission ask

more questions than Cable Bureau is suggesting. Broadcast Bureau does not feel time is ripe for repeal, says commission should get better fix on repeal's effect. Broadcast Bureau also says not enough experience has been gained under copyright law, adopted in 1976, to judge its effectiveness.

Hearts and minds at odds

FCC's Office of Opinions and Review may be having problem writing order in WPIX(TV) New York case, as directed by commission majority. For while order is to prepare draft renewing WPIX's license, staff is said to have recommended order denying WPIX renewal and granting competing application of Forum Communications.

Comp climbs

Hourly rates of approximately 100 CBS-TV affiliates have been raised in past 15-18 months, which means their network compensation went up too. Some raises, it's understood, were effective first of this year, others date back to latter part of 1976. CBS sources say they have just about finished project outlined at last year's affiliates meeting, under which about 50% of CBS-TV stations had received or would get compensation increases, averaging about 20%, over 20-month span in 1976-77 (BROADCASTING, May 30, 1977).

Five that didn't get raises in past year: CBS's TV O&O's.

Double load

Some TV station executives and national reps are viewing with concern emergence of piggyback 30-second spots (two 15-seconds) on TV networks for Admiral, Clairol and Mr. Coffee. Stations are fearful that if practice spreads on networks, agency requests to local outlets can't be far behind, raising problems of clutter, product protection and increased inventory.

Satellite room service

Next major breakthrough in pay cable via satellite may be to hotel chains via RCA Americom satellite. Report last week was that Holiday Inns' corporate parent is exploring costs of earth stations and other hardware involved for distribution not only to guest rooms (for added fee), but also to public rooms for product demonstrations on simultaneous nationwide basis.



The Sony BVE-500A. It's the best editing decision you'll ever make.

Announcing the professional automatic editing control unit professional editors have been waiting for. The Sony Broadcast BVE-500A.

Already, the earlier BVE-500 has been accepted as the state of the art in control track editing by broadcasters around the world. In the new BVE-500A, we've made substantial improvements that increase the speed, versatility, and convenience of the editing process.

Compare these editing advantages with existing equipment, and consider the added creative capabilities you get with the Sony Broadcast BVE-500A.

1. **BIDIREX control.** The big news in the BVE-500A is BIDIREX: two self-return search dials that take the place of ordinary pushbutton search controls. Many control instructions have been built into these BIDIREX dials to allow an operator to shuttle tape in forward and reverse direction at various speeds.

BIDIREX eliminates mode selection error. And it gives Sony U-matic editing a true "film" feeling ordinary editing systems can't match.

2. **Decision Prompter.** The new BVE-500A uses lamps to prompt the operator to the mode and progress of all editing decisions.

Function lamps blink until the edit commands are made, then go automatically to "steady on." Even in a busy newsroom, with many interruptions, an operator can tell at a

glance the status of his last instruction as the BVE-500A prompts him for the next command.

3. **Automatic Entry.** The BVE-500A saves valuable time with a feature that automatically enters the "IN" point when the preview button is engaged.

If the operator has already selected an "IN" point, this auto mode has no effect; the editor may preview without disturbing his pre-selected "IN" point.

4. **New Full Time Counter.** The BVE-500A counts control track pulses from -79 minutes through 0 to +79 minutes. An operator need not concern himself with the count when he initiates an editing sequence.

5. **Short Pre-Roll.** When used with external sync, pre-roll is reduced from five seconds to three seconds, a further time-saving advantage.

6. **Cue Control.** The BVE-500A features built-in cue record and erase. This 1kHz tone is recorded on Audio 1, and is useful for both auto control systems and pre-cueing the tape to air.

These are just a few of the new BVE-500A features.

Others include auto shut-off, external interface of control logic, manual edit capability, and more. You can see them all in action when you ask for a demonstration of this versatile new editing control unit. To do that, just contact your nearest Sony Broadcast office.

Sony Broadcast

Sony Corporation of America, 9 West 57 Street, New York, New York 10019
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Radio only

Adolph Coors Co. □ Brewery starts six-week radio push in mid-March for its Coors beer. Cadco (in-house agency) Golden, Colo., will place spots in about 250 markets including Dallas, Los Angeles and San Francisco. Target: men, 18-34.

Herald Life Insurance □ Subsidiary of Independent Life & Accident Insurance places \$70,000 radio campaign running for 26 weeks. Cecil West & Associates, Jacksonville, Fla., will buy spots in 20 markets including Atlanta, Houston and Nashville. Target: men, 18-49.

GAMA □ Gas Appliance Manufacturers Association arranges 12-week radio push beginning this week. Holland Wallace, Little Rock, Ark., will seek spots in 24 markets including Boston, Detroit, Nashville and St. Louis. Target: adults, 25-54.

Barnett Banks □ Bank starts 10-week

Rep appointments

- WSAV-TV Savannah, Ga.: Avery-Knodel Television, New York.
- KRAK(AM)-KEWT(FM) Sacramento, Calif.: Eastman Radio, New York.

radio flight this week. McKinney, Silver & Rockett, Raleigh, N.C., will buy spots in Florida markets including Miami and Jacksonville. Target: adults, 18 and over.

Steak N Shake Restaurants □ Fast food chain schedules eight-week radio promotion starting this week. Grey-North, Chicago, will arrange spots in six markets including St. Louis. Target: adults, 18-34, and teen-agers.

Dreyer's Grand Ice Cream □ Ice cream manufacturer launches four-week radio push in early April. Ronald Wren Advertising, San Francisco, is placing spots in Los Angeles and Portland, Ore. Target: women, 25-54.

Carillon Importers □ Fazi Battaglia Verdicchio wine will get four-to-six-week radio push starting this week. Chester Gore, New York, will handle spots in four markets including Boston and Chicago. Target: adults, 25-49.

Columbia Pictures □ Film Company re-releases its "Jason and The Argonauts" feature backed by one-week radio push in early March. Wells, Rich, Greene, New York, will buy spots in four Southern markets. Target: adults, 12-24.

Kneip □ Meat products manufacturer starts one-week radio flight in early March. Tench Advertising, Oak Park, Ill., will handle spots in 12 markets including Milwaukee and Tampa, Fla. Target: women, 25 and over.

Herman's □ Sporting goods store chain begins radio campaign this week. Albert J. Rosenthal, New York, is buying spots in 12 markets including Milwaukee and Albany, N.Y. Target: adults, 18-34.

General Development Corp. □ Land developer starts one-week radio buy late this month. Ted Bates, New York, is selecting spots in Albany, N.Y., and Cleveland. Target: adults, 25-49.

TV only

Hills Bros. Coffee □ High-yield coffee gets 17-week TV buy beginning late this month. BBDO, New York, will plan spots in 40 markets during day, fringe and prime time. Target: women, 25-54.

Sea World □ Marine park launches nine-week TV campaign starting in June. Honig-Cooper & Harrington, Los Angeles, is placing spots in 17 markets during day, fringe and prime time. Target: men and women, 25-54, and children, 6-11.

Airens □ Outdoor equipment manufacturer starts five-to-10-week TV promotion in early March. Western International Media, Los Angeles, will select spots in about 14 markets during news, prime and late fringe time. Target: total men.

Straw Hat Pizza □ Restaurant chain schedules two four-week TV flights in late February and early April. Hoefer Dietrich Brown, San Francisco, is selecting spots in 11 Western markets during fringe and prime time. Target: adults, 18-34.

Ronco Foods □ Pasta products manufacturer starts eight-week TV buy



“Elizabeth... this is the big one.”

Highest rated ½-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. Call Us Now!

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**“Match Game PM” wins
more 18-34 women than
any competing program
in these 44 markets!**

**Chicago
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Dallas-Fort Worth**

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Baltimore
Denver
Portland, Ore.
Kansas City
San Diego
Phoenix
New Orleans
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Oklahoma City**

“Match G

You know your prime audience in prime-access time.

The 18-34 woman.

If you're serious about reaching her in the largest possible numbers, you'll play our game.

Because, once again, Goodson-Todman's "Match Game PM" demonstrates remarkable strength in attracting and holding these young women.

In 44 of 88 markets, "Match Game PM" reaches more 18-34 women than any competing program.

That's 50% of all markets! And, compared with the records of other access series, a great performance.

78 of the 88 stations rank first or second in 18-34 women. Putting

**Orlando-Daytona Bch
Albany-Sch-Troy
Charleston-Hntngtn
San Antonio
Dayton
Hrrsbrg-Yrk-Lncstr-Leb
Jacksonville
Fresno
West Palm Beach
Burlington-Plttsbrg
Waco-Temple
Terre Haute
Montgomery**

**Wausau-Rhineland
Traverse City-Cadllc
Yakima
Las Vegas
Savannah
Macon
Utica
Bakersfield
Meridian
Gainesville
San Angelo
North Platte**

ame PM”

89% of all “Match Game PM” stations at or next to the top of a time period in reaching their primary audience.

In general audience reach, “Match Game PM” is the highest rated program in its time period in 40 of its 88 markets. And ranks first or second in 75.

If this is the performance you want from an access series, remember, “Match Game PM” has been performing this way for 3 successful seasons. Which brings us to the final point.

Consistency.

Count on “Match Game PM” to deliver your prime audience (and a strong rating!) in access time this year. Next year. And for years to come.

Jim Victory Television Inc.

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late this month. Caldwell, Bartlett, Wood, Memphis, will pick spots in 22 markets during fringe and news time. Target: women, 18-49.

Rimmel □ Cosmetics division of ITT plans eight-week TV flight beginning in early April. Keenan & McLaughlin, New York, will select spots in 13-15 markets during day, fringe and prime time. Target: women, 18-34.

Safeguard □ Business forms manufacturer starts eight-week TV buy in early March. Harris & Drutt, Philadelphia, will handle spots in six markets including Baltimore, Chicago and Los Angeles. Target: men, 25-54.

Old Dutch □ Salad dressing gets six-to-eight week TV campaign starting in early March. Hubbard, Duckett, Mason, Dow, Jacksonville, Fla., is seeking spots in four Southern markets, including Atlanta, during day, fringe and prime access time. Target: total women.

Merrill Lynch, Pierce, Fenner & Smith □ Brokerage firm plans six-week TV promotion starting this week. Ogilvy & Mather, New York, will seek spots in 15 markets during fringe time. Target: total men.

Stella D'oro Biscuit □ Baking company slates five-to-six-week TV campaign starting late this month. Firestone & Associates, New York, will pick spots in about 20 markets during fringe and prime time. Target: women, 18 and over.

Mazda Motors □ Automobile manufacturer starts five-week TV drive late this month. Foote, Cone & Belding/Honig, Los Angeles, will place spots in at least 60 markets during prime, news and late fringe time. Target: men, 18-49.

United California Bank □ Bank starts

five-week TV promotion starting late this month. Foote, Cone & Belding/Honig, Los Angeles, will buy spots in eight California markets during news time. Target: men and women, 25-54.

Vivitar □ Importer begins five-week TV buy in late April for its Vivitar 110 pocket camera. The Dreyfus Agency, Los Angeles, will pick spots in 18 markets during fringe time. Target: adults, 18-49.

Oster Corp. □ Subsidiary of Sunbeam will feature its appliances in four-week TV promotion beginning in early April. Hoffman, York, Baker & Johnson, Milwaukee, will seek spots in 50 markets during early fringe time. Target: women, 35 and over.

Campbell Soup Co. □ Swanson's prefried chicken slates four-week TV campaign starting this week. Ogilvy & Mather, New York, is buying spots in about 20 markets during fringe time. Target: women, 18-49.

Rheem Manufacturing Co. □ Subsidiary of City Investing starts four-week TV campaign for its air-conditioning equipment in late March. Clinton E. Frank, Chicago, will schedule spots in 30 markets during prime and news time. Target: men and women, 25-54.

Riviana Foods □ Subsidiary of Colgate-Palmolive highlights its Water Maid Rice in four-week TV flight beginning in late March. The Bloom Agency, Dallas, will select spots in 20-25 markets during day and fringe time. Target: women, 25-54.

Murphy-Phoenix □ Soap manufacturer places four-week TV buy beginning in early March. John Goulet, Cleveland, will handle spots in 11 markets during fringe and prime time. Target: women, 18-49.

Allegheny Airlines □ Airline starts four-

Can't miss. Approximately \$1 million will be spent by the Burger King Corp., Miami, for a one-night, prime-time TV commercial blitz on every network show telecast on Feb. 19 from 8 to 11 p.m. Called "Super Sunday," the campaign will feature a new theme, "Best Darn Burger," created by J. Walter Thompson Co. Following the three-network blast, Burger King will continue a more typical schedule on ABC-TV and NBC-TV nighttime programs.

week TV drive late this month. J. Walter Thompson, Washington, will buy spots in 11 markets during fringe time. Target: adults, 18 and over.

Fonas Corp. □ Manufacturer of sports games features its Johnny Bench Batter-Up toy in three-week TV promotion beginning late this month. Scott Lancaster Mills Atha, Los Angeles, will select spots in approximately six markets during children's time. Target: children, 2-11.

Kinney Shoe Corp. □ Family shoe chain begins three-week TV drive in early March. Sawdon & Bess, New York, will buy spots in 44 markets during fringe and prime time. Target: women, 18-34.

ADA □ American Dairy Association launches three-week TV buy focusing on its hard cheese late this month. D'Arcy-MacManus & Masius, Chicago, will seek spots in at least 100 markets during fringe and day time. Target: women, 18-49.

Philmon & Hart Labs. □ Company plans one- and two-week TV flights featuring its Shake 'n' Egg and Decoregger Easter egg coloring devices, starting in mid-March. A. Eicoff & Co., Chicago, will place spots in 90 markets during all day parts. Target: total women and children.

Kellogg □ Company sponsors Bugs Bunny special, *A Connecticut Rabbit in King Arthur's Court*, Feb. 23, (8:30-9 p.m. NYT) on CBS-TV, through Leo Burnett Co., Chicago. Bugs Bunny will head all-star animated cast along with Daffy Duck, Elmer Fudd, Yosemite Sam and Porky Pig.

Dr Pepper □ Company sponsors *Barry Manilow Special*, Friday, Feb. 24 (8-9 p.m. NYT) on ABC-TV, through Young & Rubicam. Ray Charles will be guest.

FMC Corp. □ Bolens lawn mowers get TV flight starting in late March. Cramer-Krasselt, Milwaukee, is buying spots in 35 markets during fringe time. Target: total men.

Sears, Roebuck & Co. □ Department store chain sponsors *Julie Andrews: One Step Into Spring* on CBS-TV, March 9 (8-9 p.m. NYT), represented by Foote, Cone & Belding. Miss Andrews will be joined by Leslie Uggams, Leo Sayer and the Muppets.

BAR reports television-network sales as of Jan. 15

ABC \$54,019,200 (33.4%) □ CBS \$59,679,100 (36.9%) □ NBC \$47,978,800 (29.7%)

Day parts	Total minutes week ended Jan. 15	Total dollars week ended Jan. 15	1978 total minutes	1978 total dollars year to date	1977 total dollars year to date	% change from 1977
Monday-Friday Sign-on-10 a.m.	131	\$ 825,300	263	\$ 1,649,300	\$ 1,476,400	+11.7
Monday-Friday 10 a.m.-6 p.m.	1,023	15,117,000	2,030	36,020,400	27,917,800	+29.0
Saturday-Sunday Sign-on-6 p.m.	299	9,181,600	691	21,309,300	29,475,000	+72.3
Monday-Saturday 6 p.m.-7:30 p.m.	97	3,655,100	202	8,994,300	8,757,400	+ 2.7
Sunday 6 p.m.-7:30 p.m.	21	3,676,500	63	6,683,800	4,191,200	+59.4
Monday-Sunday 7:30 p.m.-11 p.m.	410	35,970,000	890	77,345,100	69,334,700	+11.6
Monday-Sunday 11 p.m.-Sign-off	214	4,499,000	448	9,674,900	8,382,800	+15.4
Total	2,195	\$72,924,500	4,587	\$161,677,100	\$149,535,500	+ 8.1

Source: Broadcast Advertisers Reports

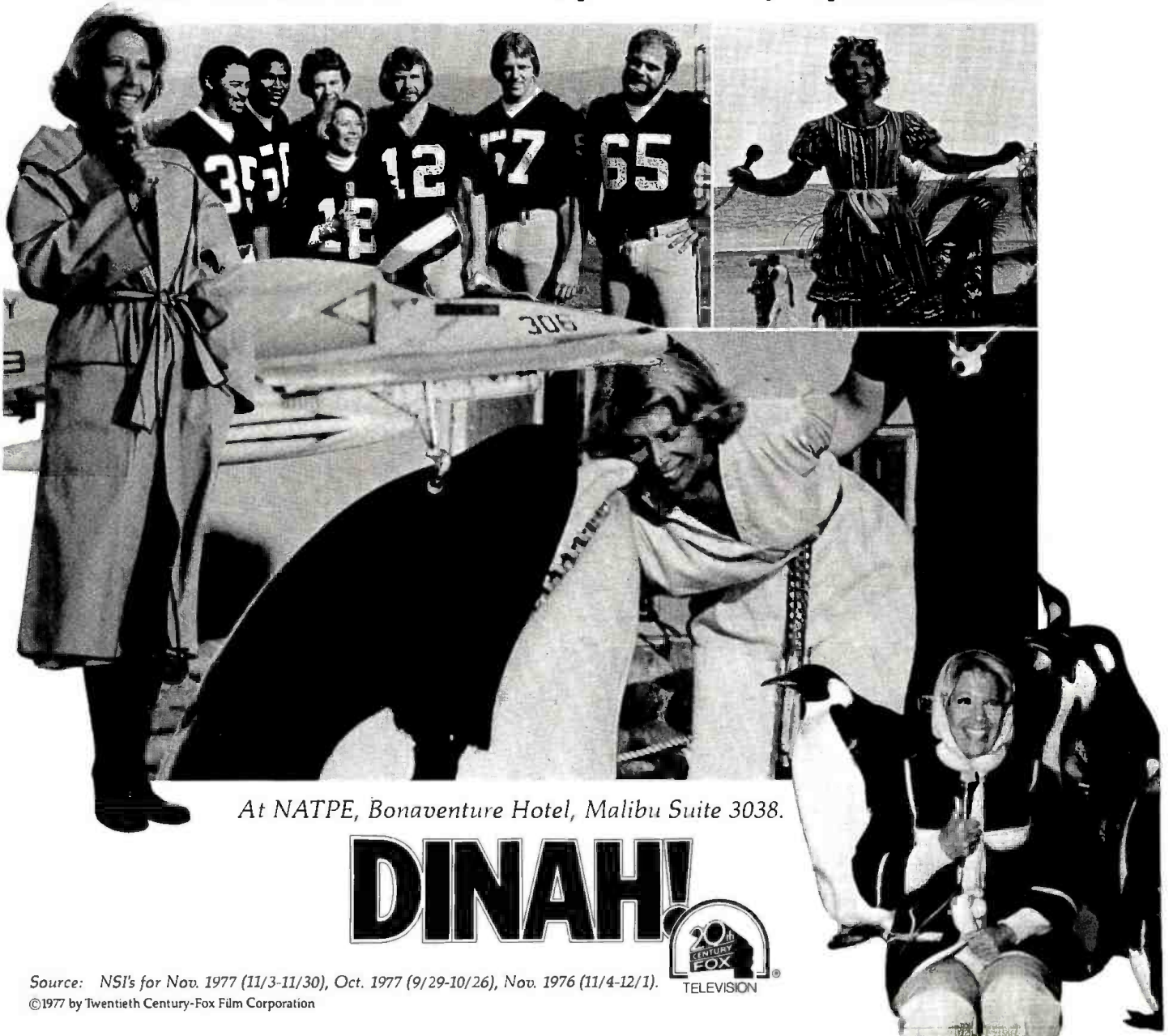
Dinah's going places and so is her audience. Up, up, up.

Up! November 1977 over November 1976—53 market average DMA share,
where Dinah! was carried in the same daypart.

Up! November 1977 over November 1976—31 market average DMA share,
where Dinah! replaced another program.

Up! November 1977 over October 1977—22 market average DMA share,
in those markets that had an October 1977 rating book.

Look for more travel, unusual themes, plus other lively surprises in Year #5!



At NATPE, Bonaventure Hotel, Malibu Suite 3038.

DINAH!



Source: NSI's for Nov. 1977 (11/3-11/30), Oct. 1977 (9/29-10/26), Nov. 1976 (11/4-12/1).

©1977 by Twentieth Century-Fox Film Corporation

Datebook

■ indicates new or revised listing

This week

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. Ramada Inn, Jefferson City, Mo.

Feb. 14—Presentation ceremonies for *Alfred I. duPont-Columbia University* awards in broadcast journalism. Public Broadcasting Service will do live pickup. Columbia's Low Memorial Library, New York.

Feb. 14—*Television Bureau of Advertising* regional meeting. Hyatt Regency, Atlanta.

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

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

Feb. 17—*North Carolina Farm Writers and Broadcasters Association* 26th annual Farm Press, Radio and Television Institute. Sheraton-Crabtree Motor Inn, Raleigh, N.C.

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

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

Also in February

Feb. 21—*Television Bureau of Advertising* regional seminar. New York Hilton, New York.

■ **Feb. 21**—Public meeting. *Carnegie Commission on Future of Public Broadcasting*, Waldorf Astoria hotel, New York.

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—FCC's new 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 now due March 27. FCC, Washington.

Feb. 23—Seventh annual "Take a Broadcaster to Lunch" benefit of *Radio-Television Council of Greater Cleveland*. Jessica Savitch, NBC Washington correspondent, will be speaker. Cleveland Plaza hotel, Cleveland.

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—*National Association of Broadcasters* seminar on effect of new cable provision of copyright law. NAB headquarters, Washington.

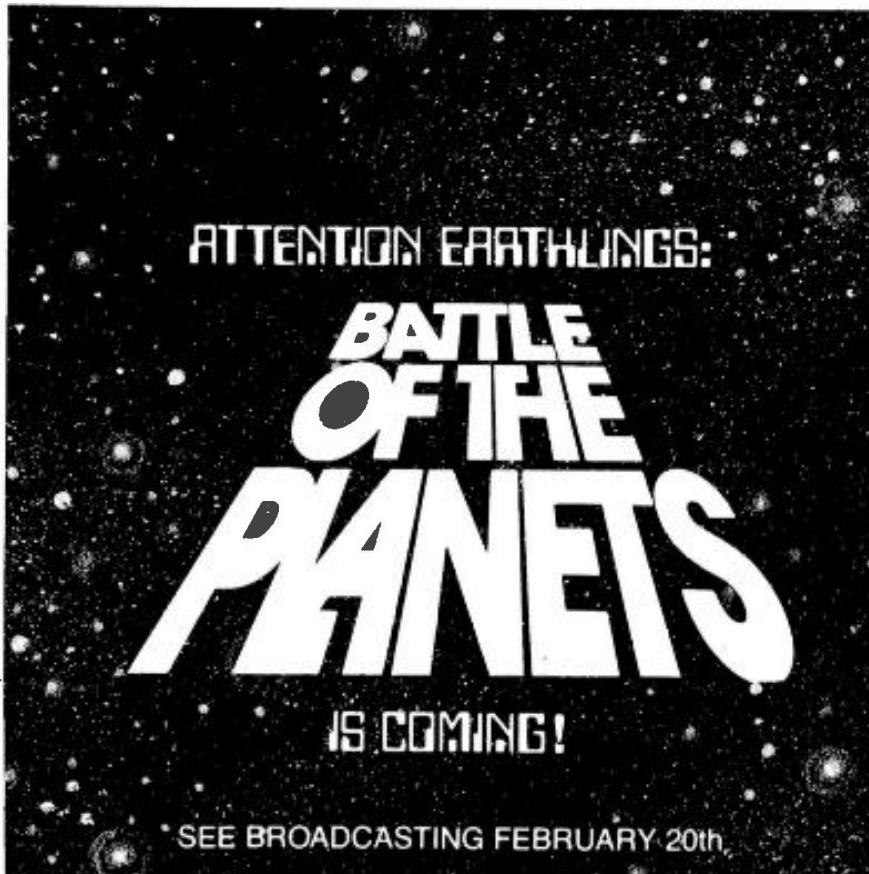
Feb. 24-25—Industrial forum, "Managing the Entertainment Business" by the *Graduate School of Management, UCLA*. Six panels will feature key executives in film, television, agency and recording businesses. UCLA, Los Angeles.

Feb. 24-25—*Oklahoma Broadcasters Association* winter meeting. Skirvin Plaza hotel, Oklahoma City.

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*. Representative Lionel Van Deerlin (D-Calif.) will speak at March 3 luncheon. St. Francis hotel, San Francisco.

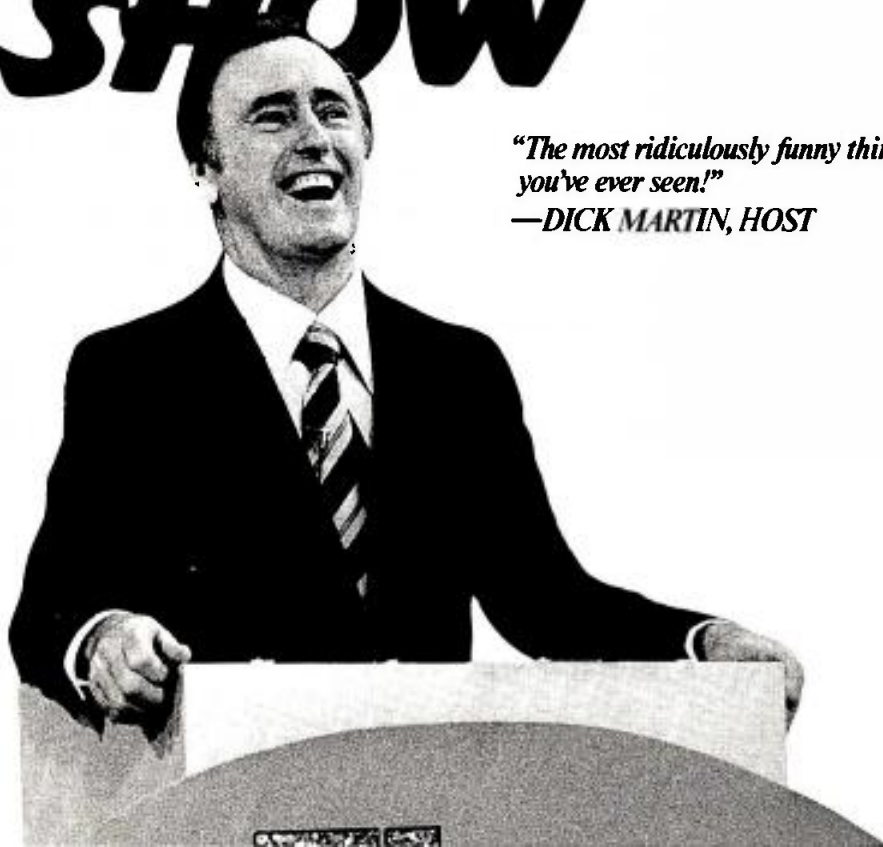
Feb. 27—*Pennsylvania Association of Broadcasters*



NEW!
From the same
outrageous minds that
brought you "The Gong Show"...

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CBS O & O'S
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MORE TO COME!

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***Here it is — the ultimate insane show that asks the question:
"How far will some people go to get a laugh?"
The set is the chinziest, the questions are ludicrous,
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congressional/gold medal reception and dinner. Washington Hilton, Washington.

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

Feb. 28—Special meeting of the engineering committee of the Association of Maximum Service Telecasters. AMST headquarters, 1735 DeSales Street, N.W., Washington.

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**—Deadline for entries in 1977 National Broadcast Editorial Association awards competition (regional and national in radio and TV). Inquiries: Art McDonald, c/o KOMO-TV Seattle 98109.

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 2—Television Bureau of Advertising regional seminar. Hyatt Embarcadero, San Francisco.

March 3—Television Bureau of Advertising regional seminar. Olympic hotel, Seattle.

March 4—Meeting of Region 14 of Radio Television News Directors Association. Georgia State, Atlanta.

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

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

March 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 6-9—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 preconference briefing March 5 by National Cable Television Association and CCTA staff members. Reception and dinner on March 6 are to honor California and Arizona congressmen and reception and dinner March 7 to honor FCC commissioners and staff. Hyatt Regency, Washington.

■ **March 7**—Eighteenth annual International Broadcasting Awards presentation dinner. Sponsor is Hollywood Radio and Television Society. Century hotel, Los Angeles.

March 7-8—Third annual conference on CATV reliability, cosponsored by Society of Cable Television Engineers and Broadcast, Cable and Consumer Electronics Society of IEEE. Holiday Inn West, St. Louis. Contact: Judith Beer, (202) 659-2131.

March 8—Exhibit 78, sponsored annually by Washington chapter of American Women in Radio and Television. Samples of work of Washington area college women studying broadcasting and related fields

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Cetec Sparta Showcase:

First-quality broadcast components joined in a first-quality studio system

That's a Centurion II 12-mixer stereo console up front, the centerpiece of a custom Sparta grouping that's handsome, functional, and compact.

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Put it in its place — along with Sparta's fine family of turntables, tape cart and remote control equipment — and complement it with

sleek, low-profile furniture designed just for broadcast operations. And there you have it — a custom studio system at less than custom prices.

Of course, you can mix and match. That's the beauty of the big Cetec Sparta line — multiple choices in equipment and studio layout.

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Cetec Broadcast Group

The Broadcast Divisions of Cetec Corporation
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Major meetings

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, April 12-15, 1981; Dallas April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987.

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

April 26-29—American Association of Advertising Agencies annual meeting. Camelback Inn, Phoenix.

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 Plaza, Hollywood-by-the-Sea, Fla.

Oct. 26-Nov. 2—National Association of Educational Broadcasters annual convention. Sheraton Park hotel, Washington.

Nov. 13-15—Television Bureau of Advertising annual meeting. Continental Plaza hotel, Chicago.

Nov. 15-18—National convention of Society of Professional Journalists, Sigma Delta Chi. Hyatt House, Birmingham, Ala.

will be displayed. Studios of WTTG(TV) 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 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. Maryland Inn 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 hotel, Indianapolis.

March 13-16—Annual spring conference of Electronics Industries Association. Mayflower hotel, 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 14—Television Bureau of Advertising regional seminar. Hyatt O'Hare, Chicago.

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 16-19—Women in Communications midyear board meeting. Chariot Inn, Austin, Tex.

March 17-18—Society of Professional Journalists, Sigma Delta Chi, region 3 conference. Mobile, Ala.

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

March 21—Fifth symposium on microwave mobile communication as precede to Institute of Electrical and Electronics Engineers Vehicular Technology Conference. Denver.

March 21—Ohio Association of Broadcasters congressional dinner. Hyatt Regency, Washington.

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.

March 31—FCC's new date for replies in its FM quadrasonic broadcasting inquiry (Docket 21310). FCC, Washington.

March 31-April 1—Society of Professional Journalists, Sigma Delta Chi, region 4 conference. Cascade Holiday Inn, Akron, Ohio.

March 31-April 1—Society of Professional Journalists, Sigma Delta Chi, region 12 conference. New Orleans.

March 31—FCC's new deadline for replies in FM quadrasonic broadcasting inquiry (Docket 21310). FCC, Washington.

April

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 5-7—Annual worldwide conference and workshop of American Forces Radio and Television.

Sportsmen's Lodge, Los Angeles.

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 7-8—Society of Professional Journalists, Sigma Delta Chi, region 6 conference. Minneapolis-St. Paul.

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

April 7-9—Society of Professional Journalists, Sigma Delta Chi, region 2 conference. Airport Holiday Inn, Greensboro, N.C.

April 7-9—Women in Communications meeting for Great Lakes region 2. Hollenden House, Cleveland.

April 7-9—Women in Communications meeting for South region 8. Carolina Inn, Chapel Hill, N.C.

April 8—Meeting of the board of directors of the Association of Maximum Service Telecasters. MGM Grand hotel, Las Vegas.

April 8—Career workshop for New England area, sponsored by Women in Communications Boston chapter. George Sherman Union building, Boston University, Boston.

April 9—Association of Maximum Service Telecasters 22d annual membership meeting. Las Vegas 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 10-11—New York State Cable Television Association's spring meeting. Quality inn, Albany.

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 12—Annual meeting of New England Cable Television Association. Meadowbrook Inn, Portsmouth, N.H.

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 13-14—Second annual Texas Association of Broadcasters Southwest broadcast conference and clinic. Texas Tech University, Lubbock, Tex.

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

April 14-15—Women in Communications meeting for Northeast region 6. Waldorf-Astoria, New York.

April 14-16—Women in Communications meeting for West region 5. Snowbird Ski and Summer Resort, Snowbird, Utah.

April 14-16—Women in Communications meeting for Pacific Northwest region 1. Marylhurst Education Center, Portland, Ore.

April 15—Meeting of region 14 of Radio Television News Directors Association. University of South Florida, Tampa.

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

April 16-18—Canadian Association of Broadcasters annual meeting. Queen Elizabeth hotel, Montreal.

April 18-19—Alabama Cable Television Association annual "Citizen of Year" awards meeting. Honored will be Fred Sington, force behind establishment of Hall of Fame Bowl football game in Birmingham. Hyatt House, Birmingham, Ala.

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 21-22—Society of Professional Journalists, Sigma Delta Chi, region 1 conference. Hotel Hershey, Hershey, Pa.

April 21-22—Society of Professional Journalists,

KAUM/KXYZ HOUSTON

HAS
APPOINTED

RKO RADIO SALES



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HOUSTON KXYZ AM/KAUM FM
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...an average 56% more 18-49 women than year-ago programming!

...an average 31% more total women than year-ago programming!

Who else gives you 5 to 1 odds for a fast start in building a prize audience in access time?

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"FAMILY FEUD"

Source: ARB, Nov. 1977 and Nov. 1976. Audience estimates subject to qualifications available on request.



Sigma Delta Chi, region 8 conference. Holiday Inn West, Oklahoma City.

April 21-22—*Society of Professional Journalists, Sigma Delta Chi*, region 9 conference. Park City, Utah.

April 21-23—*Society of Professional Journalists, Sigma Delta Chi*, region 10 conference. Davenport hotel, Spokane, Wash.

April 21-23—*Society of Professional Journalists, Sigma Delta Chi*, region 11 conference. South Coast Plaza hotel, Costa Mesa, Calif.

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

April 22—Meeting of *Radio Television News Directors Association* region 7 in conjunction with AP; UPI; Society of Professional Journalists, SDX; Indiana University and Purdue University, Indianapolis. Campus of last-named, Indianapolis.

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.

Open Mike®

Sound-off

EDITOR: I was dismayed to read the comments of a high ABC executive concerning diplexed TV audio, and the possibilities of TV stereo in particular (BROADCASTING, Jan. 23). Julius Barnathan pooh-poohs TV stereo ("For what? Voices?"), but seems to forget that movies are recorded with high quality, multichannel, Dolbyized soundtracks, and movies are a prime staple of television.

AM stereo was laughed at until a couple of years ago; now it is being hailed as the savior of the service. Perhaps stereophonic sound could inject new vitality into television. Also, improved fidelity now provided by AT&T coupled with stereo could entice major musicians to return to television without fear that their work will be degraded by inferior sound.

In a nation where millions of dollars are spent on high-grade audio gear, you would think more millions would be spent on improved TV sound by the consumer, if only broadcasters and manufacturers would care to cut themselves in on the action.—*Ken Collins, Ada, Ohio.*

BIB's job

EDITOR: I was pleased to see your appraisal of the suggestion of equal time to the Communists by John Gronouski, chairman of the Board for International Broadcasting. One slight correction is needed in your editorial (BROADCASTING, Jan. 30) and your "Closed Circuit" of Feb. 6, reporting the search for a new chief executive of Radio Free Europe/Radio Liberty. The BIB does not supervise the operations of RFE/RL. The RFE/RL board of directors does this quite competently. The BIB has oversight responsibility—a function it performs quite well.—*Douglas Manship, Manship Stations, Baton Rouge; vice chairman, Radio Free Europe/Radio Liberty.*

William S. Hedges

EDITOR: It is time to take note of a broadcasting pioneer who has left his mark on the

entire broadcasting industry—William S. Hedges, who died Jan. 19 at the age of 82 [BROADCASTING, Jan. 23].

Bill Hedges was the last remaining founder of the National Association of Broadcasters (1923) and its president in 1928-1930. He established WMAQ(AM) Chicago in 1922 and rose high in the ranks of policymaking in the NBC network until he retired in 1961.

He was not content to sit still in retirement. In 1964, he took on the Broadcast Pioneers history project and was responsible for putting together the core collection of the present Broadcast Pioneers library. He was a leader in the establishment of the Broadcast Pioneers Educational Fund which endowed and supervises the library's operation.

In 1950, it was Bill Hedges, then president of the Broadcast Pioneers, who persuaded Allan Nevins of Columbia University that he should conduct his first oral history interviews with members of the young broadcasting industry. Under his direction, the Broadcast Pioneers donated funds to start that oral history project, which made and continues to make history of itself.

"In the beginning there was William S. Hedges..." was how John F. Dille Jr. began his introduction at the dedication of the library in 1972. And so it was, during Bill's entire career.

Broadcasting has lost a big voice in the person of Bill Hedges. We shall remember him well and with gratitude.—*Joseph E. Baudino, president, Broadcast Pioneers Educational Fund, Washington.*

Pat Lee

EDITOR: In the Jan. 16 issue you reported the death of a most remarkable person but attributed the wrong sex to her. Pat Lee, vice president of creative services of WBTW(TV) Charlotte, N.C., was one of the few women to rise to an important broadcasting position before the rising request for women in managerial roles.—*Betty Shimer Czech, associate professor, University of North Carolina, Chapel Hill.*

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Bill Merritt, *Western sales manager.*
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Founded in 1931 as *Broadcasting*—*The News Magazine of the Fifth Estate*. □ *Broadcast Advertising* was acquired in 1932. *Broadcast Reporter* in 1933, *Teletext* in 1953 and *Television* in 1961. *Broadcasting-Teletext* was introduced in 1946. □ Microfilms of *Broadcasting* are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ *Reg. U.S. Patent Office. □ Copyright 1978 by Broadcasting Publications Inc.

Monday Memo[®]

A broadcast advertising commentary from Gene Novak, president and creative director, Rumrill-Hoyt Inc., New York

TV commercials: too mucho macho

In a recent well scripted TV movie, Martin Balsam played a TV show writer accused of provoking a young arsonist with a script about arson. He undergoes a period of soul-searching and a friendly producer invites him to an ASI prescreening of a violent show. As cars crash and bodies pile up, the dials in the hands of the respondents swing markedly from "uninteresting" to "very interesting"—all offered by the producer as a justification for the inclusion of carefully placed shots of violence throughout the show.

Could it be that some of us in advertising whose commercials are increasingly dependent on the ASI dial and the Burke morning-after recall are taking a leaf from the show-producers' book? Could it be that the TV tough guy who puts a small battery on his shoulder and says menacingly, "Go ahead. I dare you to knock it off" is an early-warning sign of more macho/violence to come? Hit 'em with some violence and get a high ASI curve, and you'll implant your message more strongly in their memory for the morning-after call?

Recently, *Newsweek* commented: "If all you want for Christmas is your two front teeth—knocked down your throat—Hollywood is happy to oblige. The holiday fare features a hard-drinking cop leading a Vegas hooker on a bullet-strewn odyssey across the Southwest, a KGB spy shooting up his own agents to stop a mad Stalinist from triggering World War III and a sleazy tour of Los Angeles policemen making mayhem at work and play. Joy to the world, and may all your Christmases be black and blue."

The New York Times reported on a study of TV violence: "In a study of 73 hours of prime time action programs . . . deadly weapons appeared 648 times, or an average of about nine an hour. Of the total number, 468 of the weapons were handguns . . . On one episode of *Hawaii Five-O*, the series that headed the list in weapon appearances, a total of 43 weapons were counted in a single hour . . . Along with handguns, knives and clubs, the survey counted as deadly weapons one ashtray, four bottles, one fireplace poker, one flashlight, one rolling pin, three spearguns, four rocks, three wrenches, one pillow, one toy fire engine, one diamond necklace, three sets of brass knuckles and a golf club."

One can recall other astonishing examples of violence, S&M and kinky goings on in fashion magazines and record covers. For example, Richard Avedon uses 12 pages in *Vogue* to show a male model alternately caressing and whomping



After a stint as a TV director at WBEN-TV, Buffalo, N.Y., Gene Novak joined Rumrill-Hoyt in 1958 as a vice president and creative director, and was elected to the agency's board in 1962. He became executive vice-president in 1967 and president and creative director of the agency in 1970, headquartered in New York City. He is a director of the National Advertising Review Board, the Advertising Council and the Fair Campaign Practices Committee, and a member of the National Committee for the Improvement of Advertising. He has developed many public service advertising campaigns for national and regional social service agencies.

a female model, finally smashing the girl full in the face. One remembers a poster in Los Angeles showing a bruised and chained girl saying, "I'm black and blue from the Rolling Stones—and I love it."

There was another *Vogue* spread by Helmut Newton which included shots of a girl wincing with pain as a man bit her ear, and jammed his hand into her breast.

Time Magazine chimes in with a story headed, "Really Socking It To Women": The two friends, both recently jilted, wanted some revenge on women. So advertising executive Loren Miles, 21, and photographer Todd Gray, 22, produced a spectacularly successful ad last fall for a Los Angeles pants company named Cheeks. Says Miles: "We decided to develop a campaign men could really identify with. We really wanted to give it to women." He is planning a new campaign showing women abusing men. "We haven't quite worked it out yet, but the woman might be slapping the guy or throwing a cocktail in his face. I don't think women deserve to be beaten any more than men."

What's going on here? Even if research should show that there's a macho Walter Mitty lurking in many male minds, is it good business to risk alienating the majority sex by dramatizing physical abuse of

women? Already a backlash can be noted in the formation of "Women Against Violence Against Women," a feminine movement active on both coasts and aimed at boycotting advertisers who use violence as a selling tool.

Television commercials have not yet moved very far into the violence act—probably because of restraints on the part of clients and networks—but there are signs that they're trying to. These first signs are excessive macho. As for the chap with the battery on his shoulder daring me to knock it off, why would I want to knock it off, and what is it doing on his shoulder instead of in a flashlight or tape recorder?

Then there are those macho males in a bar reacting with animal tension to a person who is going to take away their beer. Must you be this aggressive to position your product for the blue-collar six-packers? Baretta, in leather jacket, careens a car with squealing brakes around the corner of a quiet suburban street, to sell something or other. (We're left gasping until we find out he's on a studio lot.) A man is hurled through a saloon window, miraculously unhurt and able to relax afterward with a beer. (He's a stunt man.) A cosmetic ad carries a headline "A Pretty Face Isn't Safe in New York," and a liqueur headline screams "New York Cherry Bomb Alert." Once we start on the macho path, can further violence be far behind?

I'm sure some of these "30-second muggings" were created by people who remember Harry Truman's aphorism which went something like "To train a mule, you first hit him in the head with a two-by-four to get his attention." But are we in the mule-training business? I thought we were in the business of convincing consumers of the excellence of our products and services. I thought we were in the business of "persuasion," and persuasion is an act that requires only a cute wink, a choice word, or an appreciative whistle. What's with jamming .44-caliber "persuaders" at the viewer's temple? The super-macho commercial just doesn't belong in the living room, repeated four or five times a week for months at a time and ground into the minds of the young with the forcefulness for which the 30-second commercial has become famous.

Whether or not TV violence can be linked conclusively to street and school violence and crime, we do know there is a plethora of both on the small screen and on the actual street. Let's not add to it in our 30-second commercials. In a business noted for spotting a trend and riding it to death, I see the macho commercial as a camel poking his head inside the tent flap. Let's hit *him* on the nose with a two-by-four and keep him out.

***Golden West
Television Productions
is proud to announce
that Sandy Frank
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the #1* women's 18-49
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*Nielsen: May, 1977 Syndicated Report — the most recent one to date.

Come see us at NATPE, Bonaventure Hotel, Suite 3058

EveryDay is Different.

One Big Difference Is The EveryDay Family!

The family or ensemble has been the key to the success of TV's most popular sitcoms, dramatic soaps, and many other program forms. And now EveryDay brings the family concept to reality programming.

Here are eight personable, multi-talented individuals who will entertain and inform viewers every day on EveryDay.

They are hosts Stephanie Edwards and John Bennett Perry plus Anne Bloom, Tom Chapin, Robert Corff, Judy Gibson, Murray Langston and Emily Levine.

They'll sing... perform comedy... improvise... interview celebrities... discuss contemporary lifestyle issues with EveryDay contributors, specialists in various fields... rap and relate wit each other and the audience... involve themselves and involve viewers.

The next generation of reality television
EveryDay
50 or 60 minutes Monday-Friday
Starting in September

Don't miss the most exciting and different show in years. See the EveryDay pilot at NATPE, Suite 3280. Be the EveryDay station in your market.

EveryDay Family members:

- ① **Anne Bloom:** comedienne-actress who has appeared in such series as *The Waitress* and other series. She's "cute and perky" and has proved fit in 100 commercials.
- ② **Tom Chapin:** host of ABC's Emmy and Peabody-Award winning *Make A Wish* for five years. Singer, guitarist, composer, recording star, concert artist with hundreds of appearances annually.
- ③ **Robert Corff:** singer-actor who played Jesus in the national company of *Jesus Christ Superstar*, leads in *Grease* on Broadway and *Hair* in LA and guest roles on TV nighttime dramas, soaps.
- ④ **Judy Gibson:** dynamic singer whose Broadway successes include *Purlie*, *Lost in the Stars*, *Seesaw*, *Rockabye Hamlet*, and more. Judy's seen and heard in numerous commercials.
- ⑤ **Murray Langston:** best known as *The Unknown Comic*. He's displayed his innovative off-the-wall comedy as a regular with *Sonny and Cher* and an *Irregular* with *Laugh-In*, *The Gong Show* and others.
- ⑥ **Emily Levine:** Emmy-winning writer, comedienne, actress. She has appeared as Fish's daughter on *Barney Miller*, written for *Laugh-In* and done improvisational comedy in cabarets and on TV.



Stephanie Edwards: bright, probing, interested and interesting interviewer-conversationalist-performer who has been host of her own show, cohost of ABC's *AM America*, guest star on series.

John Bennett Perry: rugged, knowledgeable, versatile entertainer who has acted in top TV dramatic series and Hollywood films, sung in Broadway musicals. Began with the legendary Singers.

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Being Different is Good Television. Being Different is Good Business.

Top of the Week

Radio is pro tem in the Senate for canal debates

Chamber is opened for first time to the medium; it's only for this occasion, but all goes well; NPR does gavel-to-gavel coverage; commercial networks are selective

It was, as several senators pointed out in the customary rhetoric, "an historic moment" for the U.S. Senate—and for broadcasting. A Senate debate, carried on usually within the hearing of at most 100 senators, and 1,000 spectators in the Senate chamber, last week was broadcast live on radio to the 50 states.

The Senate had never before permitted broadcast coverage of a debate, but at 12:20 p.m. Wednesday, as Vice President Walter Mondale rapped his gavel to begin the Senate's debate on ratification of the Panama Canal treaties, people listening to National Public Radio, CBS and NBC stations heard it. After a few minutes, the commercial networks returned to their regular programs; NPR stayed throughout the first three days.

In the Senate offices, it has hard to tell anything was different. Radios were tuned softly to the local public broadcasting station, but there was little appreciation being shown there that history was being made. Old hands professed to be unimpressed. "I don't think it's much of a debate," said one. "Everybody in there already knows where he stands. But because there's radio, they all have to make statements to let their constituents know they're working."

Another, finding the colloquies complex and somewhat rambling, said he found it an effort to pay attention. "If NPR ever had any listeners," he said, "they're going to lose them."

But at NPR headquarters downtown, President Frank Mankiewicz, defended his medium. "Radio is terrific," he said. "The listener can imagine what the scene looks like. His heroes can be lean and purposeful and his villains can be the fat, pudgy ones with toupees."

NPR's own instant reactions from listeners were for the most part favorable. Deborah Baker-Hall of the NPR public information office said the network received more telephone calls in the first hour of the debate than it has received for any pre-

vious broadcast. In addition, it received "nine or 10 telegrams" from as far away as California.

If skeptics were predicting viewers would find the proceedings boring, NPR was surprised to find that most of the 25 calls it received in the first 10 minutes of the debate were to ask Linda Wertheimer, the anchor for the broadcast, to be quiet, so they could hear the dullest part, the opening 25 minutes of wrangling over rules and procedure for the debate. "A lot of people just wanted to hear how the Senate operates," said one NPR worker.

There was no way of knowing last week how many people were tuned to the broadcasts. NPR's weekly average of listeners, which includes those who tune in only briefly once or twice a week, is approximately six million. The audience for the debates has been considerably less than that, because half of the 211 NPR stations were not carrying the live broadcasts. Of those that did not carry it, however, 40 stations were carrying the two-and-a-half-hour summaries that Ms. Wertheimer anchored in the evenings.

If listeners were not treated to the spectacle of the debate—they could not see, for instance, that there were rarely more than

10 senators present during the talk—they at least got the sound of it. They learned that senators are always "distinguished," when addressing one another. They are all "good friends," too, even when arguing.

NPR's technicians thought the sound was as good as it could be, considering it originated from the Senate's own microphone system, which consists of a microphone at each senator's desk that can be held or clipped to a coat. Occasionally a senator forgot to pick up his microphone, which made him sound to the radio listener as if he was talking long-distance from overseas. Their were occasional problematic clunking noises, and a sound like two pieces of corduroy rubbing together when the senators pulled their mikes from the coils beneath the desks.

Ms. Wertheimer's commentary during the live broadcasts was sparse. Except for her opening, scene-setting remarks, she confined herself to identifying the senators. Without that help it would have been impossible to identify who was speaking because of the senators' habit of referring to one other not by name, but as the "distinguished senator from" Maine, or Utah, or wherever. Even for that seemingly easy duty, Ms. Wertheimer, an NPR congress-



Anticipating history. This photograph of key figures in the Panama Canal debate-broadcast story was posed in advance of the actual event—Senate rules proscribed BROADCASTING'S taking its own photo of the live action. L to r: Majority Leader Robert Byrd (D-W. Va.), NPR correspondent Linda Wertheimer, NPR President Frank Mankiewicz, Minority Leader Howard Baker (R-Tenn.).

On the other side. Broadcast news organizations' already crumbling hopes for controlling the cameras in the House of Representatives' TV system completely collapsed last week when the Rules Committee voted 9-6 in favor of a recommendation that the House itself control the system. After roughly two and a half hours of discussion, the committee also beat back by a like 9-6 vote a substitute recommendation by Representative B.F. Sisk (D-Calif.) for control of the system by a pool of the commercial networks and the Public Broadcasting Service. Another suggestion, by Representative Trent Lott (R-Tenn.), that the network pool be allowed to ply its skills in a 30-day test before the committee voted a final recommendation, was never put to a vote in the committee's session Wednesday.

For proponents of network control, the fight would appear to be lost. The Rules Committee's action is directly in line with the preference of the House Speaker, Thomas P. O'Neill Jr., who has sole authority under the House's resolution of last October to shape and implement the House's radio and TV system. Speaker O'Neill told reporters last week he will put the Rules Committee recommendation to a vote of the full House, and "those who want to fancy up to the networks . . . they can offer an amendment." He has not said how or when the vote will take place, however, prompting committee member John Anderson (R-Ill.) to protest that by the time the vote does come, the House will have already spent some \$5 million on broadcast equipment.

The six Rules Committee members who voted against the recommendation for House control included all four Republicans present—James Quillen (Tenn.), Mr. Anderson, Delbert Latta (Ohio) and Mr. Lott—and Democrats Sisk and Shirley Chisholm (N.Y.).

sional correspondent for six years, had spent weeks in preparation, having read three books on the Panama Canal and a three-foot stack of materials supplied by Senate staffers.

During the proceedings last week, several senators commended NPR for its carriage of the debates. Senator Charles Percy (R-Ill.) said, for instance, that it came at an opportune moment, just before the Senate was scheduled to take its annual week-long recess in observance of Washington's and Lincoln's birthdays. He said he expected that constituents' awareness of the Panama Canal issue would be heightened by the availability of the debate on radio. "When we go back home, this should be a very high priority issue," he said.

Opponents of broadcast coverage of Senate and House proceedings have argued in the past that live exposure might turn chamber proceedings into a circus,

with each member trying to be the ringmaster. As it happened, there was little evidence of showboating in the proceedings last week. But it was apparent that the senators were aware of radio's presence. Mr. Mankiewicz, who served as press secretary to the late Senator Robert Kennedy (D-N.Y.), and to Senator George McGovern (D-S.D.), said he thought there was more serious debate last week and less perfunctory reading of staff-drafted statements. "They [the senators] were aware that minds can be changed out in the country." He said he noticed, for instance, that proponents of the treaty never went unchallenged by the opponents. According to some current vote counts, the opponents are losing.

The radio coverage was considered a success particularly by those who hope broadcasting will win return engagements to the Senate. Mr. Mankiewicz said he hopes senators can see the "restraint and

dignity" of the coverage and will be persuaded to invite radio back to cover major debates in the future. The current invitation expires with the finish of the Senate's deliberations on Panama Canal. Mr. Mankiewicz said he hopes the Supreme Court is listening, too, and will reconsider its opposition to permitting broadcast coverage of its oral arguments.

Sanford Socolow, CBS News vice president and Washington bureau chief, said last week he thinks radio's foot in the door has "got to be a step forward" toward permanent broadcast coverage. "Once the senators learn it's something that doesn't bite them, they've got to relax a little."

But there was no evidence last week that radio's presence would hasten the day for television to enter the chamber. Radio is far less noticeable in the chamber than TV would be. NPR took up no more space in the chamber than was needed for Ms. Wertheimer, one technician, a telephone and a piece of equipment the size of a desk dictionary. Although she sat in the open, Ms. Wertheimer could barely be heard six feet away when she spoke.

There are senators who feel television should have been there last week. Senate Minority Leader Howard Baker (R-Tenn.) told BROADCASTING that "I don't think [the Panama Canal debate] is a radio event. I think it's made for TV." The senator said he held out for both TV and radio coverage, but Senate Majority Leader Robert Byrd (D-W.Va.), who is also on record in support of radio and TV coverage, announced the week before that the debate that the technical problems were too great to permit TV.

Network news people have long argued those problems can be resolved to the Senate's satisfaction, but how quickly that can happen appears to hinge on the acceptance of the man who called off TV this time—Majority Leader Byrd.

In Brief

NBC-TV has rescheduled annual affiliates meeting from May 14-17 to June 18-20 and **relocated it** from San Francisco to New York Hilton so that NBC president-designate, **Fred Silverman**, can be on hand. He is not expected to take up new duties until June 9, day after contract with ABC expires.

FCC Chairman Charles Ferris has named **Thomas Krattenmaker** of Georgetown University Law Center as **chief counsel of network inquiry staff**, **Stanley Besen** of Rice University as **chief economist**; they will serve as co-directors of project ("Closed Circuit," Jan. 30). Also named was **Paul Jones**, New York attorney, as FCC assistant general counsel for special projects; initial responsibility will be to work in "close coordination" with inquiry staff. He will join commission in March; co-directors in late spring when academic duties end. Unit's first job: analyze comments filed thus far, present commission with plan for further research and investigation.

Legislation to create new **consumer protection agency** backed by President Carter and consumer advocate Ralph Nader **was soundly defeated** in House last week, much to pleasure of broadcasters, who had sought to keep proposed agency out of FCC license renewal proceedings. Similar legislation still pending in Senate, but House's 227-189 vote severely reduces Senate's incentive to act.

STP Corp. has agreed to **\$700,000 settlement** of Federal Trade Commission charge of **false advertising**, will pay \$500,000 fine and spend \$200,000 in newspaper and magazine ads saying tests on which claims were based were not reliable. Ads had appeared on television as well, but Eric Rubin, FTC lawyer involved in matter, said STP's in-house data indicated TV commercials were not effective. Penalty is heaviest ever imposed by FTC.

ABC-TV jumped off to big lead in first eight days of February sweep period (Feb. 1-8). National prime-time averages show ABC with 23.2, CBS-TV with 18.9 and NBC-TV with 18.0. ABC won six nights and NBC two. ABC pulled 40 share with four-hour anniversary celebration (Sunday, Feb. 5, 7-11 p.m. NYT), its only special in those eight days. NBC-TV averaged 29 share over five-part run of miniseries *Black Beauty* (Jan. 31-Feb. 4), but averaged only 23 share with other specials (two *Laughs*, *Celebration at Ford's Theater*, *Taxi*, *Just for Laughs* and *Dean Martin Roast* of Frank Sinatra). CBS-TV had 30 share with *Liberace* special and 37 with "See How She Runs," both on Feb. 1, and 32 with "Ruby and Oswald" on Feb. 8. **Season-to-date** averages stand at 20.9 for ABC, 18.5 for CBS and 18.1 for NBC.

Warner Cable has released for first time **subscriber figures** for its Columbus, Ohio, two-way **Qube system**: **more than 13,000 homes** are hooked up out of initial marketing base of 26,000 homes that are Qube-capable.

Federal Trade Commission has closed 10-year-old investigation

More shoals ahead on WJLA-TV deal

Quello asks for reconsideration of earlier FCC approval, and appeals could push closing beyond Feb. 28 deadline

The carefully crafted arrangement under which Joe L. Allbritton would trade WJLA-TV Washington to Combined Communications Corp. for its KOCO-TV Oklahoma City plus \$55 million in CCC preferred stock appears in danger of foundering on one of two obstacles.

The new one is a proposal by FCC Commissioner James H. Quello, a member of the majority in last month's 5-2 decision approving the transaction, that the commission reconsider its action. The other is the court appeal by four citizen groups of the commission's approval.

Commissioner Quello's proposal, contained in a memorandum to Chairman Charles D. Ferris last week, was a response to the stunning announcement of Mr. Allbritton's proposal to sell the *Washington Star* to Time Inc. for \$20 million (BROADCASTING, Feb. 6). Commissioner Quello feels the sale alters the basis on which he and other members voted: concern over the financially ailing *Star*.

His memo noted that several commissioners had expressed uneasiness over the question of whether the use of preferred stock in the WJLA-TV deal insulated Mr. Allbritton from the reach of the multiple-ownership rules. Some commissioners, he said, "reluctantly approved" because of the belief that the dividends and earnings the stock would generate "would guarantee the financial viability of the *Star*." (Indeed, that uneasiness was translated into a decision by the commission to

reconsider in a rulemaking whether to prohibit the use of preferred stock to avoid the multiple-ownership rules.)

"I question whether I personally would have voted to approve the transfer under the new circumstances," Commissioner Quello said, adding, "If enough other commissioners have similar concerns, I suggest a special meeting for full reconsideration." In any case, he said, the commission should discuss all "legal and ethical aspects" with the general counsel and other staff members.

The appeal is a hazard because the Allbritton-CCC sales contract contemplates a final, nonreviewable FCC order by Feb. 24, and terminates on Feb. 28 if the sale is not consummated by then. The parties could waive the nonreviewable order requirement and close pending a court decision if the commission's order is not stayed. But the petitioners have requested a stay, which, if granted, would deny that option. And while a stay would not prevent the parties from extending the agreement, Mr. Allbritton's Washington *Star* Communications Inc. and CCC, in pleadings urging the commission to deny the petition, indicate a stay would place the sale in jeopardy.

The FCC is expected to act on both matters this week. If it is to reconsider on its own motion, it must do so within 30 days of the action involved—by Feb. 16. The staff last week was formulating its recommendation.

It was not clear whether a majority can be found for some action to upset the sale, either through reconsideration or stay.

Either way, a decision would probably be close. Besides Commissioner Quello, opposition to the sale could be expected from Commissioners Joseph Fogarty and Tyrone Brown, who had voted to deny approval. Commissioners Robert E. Lee and Margita White said early last week they

would still vote to approve the sale. Commissioner Abbott Washburn, who had issued a concurring statement expressing concern about the use of preferred stock, said, "The sale of the *Star* changes things, certainly." However, he also said he was taking a "wait-and-see" position in view of the unanswered questions, including the question as to whether the court appeal will kill the sales agreement.

As for Chairman Charles D. Ferris, he is one of those who made it clear he had been influenced by concern for the *Star*. At one point he said he would vote for the transfer "in the expectation and hope that the cash flow will provide viability" for the newspaper (BROADCASTING, Jan. 16). His office, moreover, is understood to have been incorporating that point in a separate statement that was to be attached to the commission's WJLA-TV order. When word was received of the *Star* sale, the draft was promptly scrapped.

Although Mr. Allbritton is disposing of WJLA-TV to comply with a condition the FCC attached to his acquisition of WSCI in December 1975—that he sell off properties that place him in conflict with the media crossownership rule—sale of *The Star* would not obviate the need for the condition. For under the terms of the agreement with Time, he is to remain as publisher and chief executive officer of *The Star* for at least five years. And that kind of control would make him subject to the rule, according to commission officials.

If the agreement with CCC aborts, Mr. Allbritton has at least two options. He can keep WJLA-TV and give up the *Star* publisher post. Or he can find another buyer for the station; he has until January 1979 to do so. However, the sailing might not be smooth until then. Washington stations are due for renewal next October, and the renewal application for WJLA-TV would be subject to petitions to deny.

into availability and pricing of regional advertising on TV networks. Networks were informed in letter that "no further action is warranted by the commission at this time."

□

Court fight over \$390,382 alleged due from defunct advertising agency has been settled with CBS agreeing to accept "less than \$50,000" from **Stokely-Van Camp**. CBS had sued to collect from Stokely but judge denied on grounds CBS had not advised Stokely that its agency, Lennen & Newell, was delinquent (BROADCASTING, Oct. 17, 1977).

□

Motion Picture Association of America wants FCC to stop authorizing satellite hops for WTCG(TV) Atlanta to cable systems until "clear and definite policy" on such superstations is established. It says more than 560 systems reaching 1.2 million subscribers were carrying wrcc programming at end of 1977, with another 386 systems in line.

□

FCC has picked new chief of legislative division in general counsel's office. He is **Sam Cooper**, 30, now with Cohn & Marks. Before joining law firm in 1975, he was on legal staff at National Cable Television Association.

□

Evangelist **Billy Graham** warned Southern Baptist Radio and Television Commission awards dinner in Fort Worth Thursday (Feb. 9) that "we [in religious broadcasting] are facing the dangers of false prophets, the charlatans and the Elmer Gantroys who, in a relatively short time, could destroy the great privilege we have of using the airwaves to



proclaim the gospel." He was accepting commission's Distinguished Communication Medal. Among other winners (l to r): **Richard M. Schafbuch**, KOA-TV Denver, Abe Lincoln TV award; **G. Richard Shافتo**, retired president of Cosmos Broadcasting, Vincent T. Wasilewski Founders Award; Paul M. Stevens, president of Southern Baptist organization; Dr. Graham; **Charles Thornton Jr.**, WTR(AM) Brunswick, Md., Abe Lincoln radio award. FCC Commissioner **Robert E. Lee** criticized sex and violence of PBS *I Claudius* series, said if that was edited version, "I would pay \$1.50 to see the uncut version."

□

How prime time access is being used is to undergo FCC scrutiny. John Bass, head of network study staff, said project, next fall, will check programs that have appeared in period and those in production for it. FCC had said it would take another look at PTAR after five years; fourth year begins in September.

□

FCC has ordered WIGO(AM) Atlanta into license-revocation hearing. Station is alleged to have broadcast lottery information.

Hollings offers a peek under the tent at his cable legislation

Bill, now being drafted by Communications Subcommittee staff, would oppose separations, cut out much of current FCC certification and spell out specific areas of federal, state and local regulatory jurisdiction

Hints dropped by Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) last week indicate he is readying a cable television bill that is largely pro-cable—as far as it goes. But it will be silent, apparently, on the most controversial questions of cable versus broadcasting, embodied in the FCC's signal carriage restrictions.

The purpose of the bill, now in the drafting stages at the subcommittee staff level, is to give cable the legislative mandate it "desperately needs," according to the text of a speech Senator Hollings gave at a meeting of the South Carolina Cable Television Association last Monday. "It is unreasonable to expect an industry to be regulated through the back door of 'ancillary to broadcasting.'"

And in that pursuit, "the basic parameter I would set is that the marketplace should operate wherever possible," he said. However, he added, "there is a public interest to be served by maintaining local, over-the-air broadcasting." The answers to questions of how much regulation should be based on broadcasting may stem from the findings of the FCC's cable television economic study—which at present appears far from being finished. "The FCC economic inquiry should give us useful information on how the market can operate, whether the signal carriage rules are needed, and if so, when," Senator Hollings said.

In the meantime there are some things that can be done for cable now, he said, and "being a practical politician, I am looking for a reasonable proposal: one that will be salable in the Congress and at the same time will set you all on your feet, and give your efforts a seal of legitimacy and credibility."

He offered a "sketch" of his thinking on some of the major points. One issue is sports. The senator said he interprets the statements of industry representatives to mean that cable is not out to capture major sporting events now carried by broadcasting, but rather to televise events not now being picked up. That is fine, he said, because "we must preserve major sporting events for the widest possible audience." Nevertheless, he said, Congress should legislate in the matter, because, "I fear that if we do not act on sports siphoning now, it is only a matter of time before the Olympics or World Series or Super Bowl

will be bought up, and in the resulting backlash of public opinion, your industry would be subjected to overly negative regulation." He said "the appropriate role for cable at this time is the carriage of sports events which are not to be presented by broadcasting."

Switching to another issue, Senator Hollings indicated he is opposed to separating cable programming and ownership functions—a notion he said he views as "a solution looking for a problem that does not now exist . . . I see no egregious abuses on your part to justify a remedy as severe as total separations." What is called for now to insure a broad diversity of viewpoints on cable, he said, is some form of leased access.

On that score, the senator added, "perhaps at a later date, when you have achieved the 'blue sky' hopes, or when optical fiber has converged phone, cable and other services, we should consider such a remedy [mandated separations], but not now."

Senator Hollings said if his bill accomplishes nothing else, "it will definitely take a carving knife to the FCC regulations." He held out the possibility of eliminating the current FCC certification process, and having the cable operator instead simply file a notice when he wants to begin service, setting out for the FCC the "pertinent" information about his operation. "Then, the operator turns on his system," the senator said. "No waiting periods. No useless papers. No lawyers. If the commission feels your operations are not consistent with the rules after reviewing your filing, it would be up to them to take action."

Another purpose of the bill will be to delineate clear areas of authority over cable between federal, state and local agencies. "Of course, this is not an easy assignment," he said.

Senator Hollings said he is not out to "saddle [cable] with a heavier burden of new service requirements than is feasible under today's economic environment." Experiments in two-way interactive cable such as Warner Cable's Qube system in Columbus, Ohio, hold out the promise for innovative applications of cable in both education and entertainment. But it is not for Congress to say what types of services should be offered, the senator said. Rather, those decisions should be left up to the local community. "Our job in Washington, after assuring that cable provides certain minimal services for the privilege of carrying broadcast signals and charging subscribers is to create the environment for you to offer more or different services when the community desires them."

Senator Hollings said these are steps that Congress can take now, before the completion of the FCC's economic inquiry. And regarding that inquiry, he said he is not so sure it will help resolve the bigger question of whether unbridled cable activity will hurt broadcasting. Still, the inquiry may give an idea of how the present cable-broadcasting regulatory arrangement is working now, and what is likely to happen in the near future, he said.

Van Deerlin does a rewrite for the 'Times'

Off-told tale is told once more, and in his own words

In a Sunday *New York Times* article headlined "Broadcasting Needs a New Act to Follow," Lionel Van Deerlin, the author, has taken the networks to task for their resistance to the rewrite of the Communications Act—the project that Lionel Van Deerlin, the congressman (D-Calif.), has been overseeing for more than a year.

"In a time of record profits (annual income \$8.1 billion and growing) the broadcast industry feels embattled as never before, he wrote on the *Times* television page, Feb. 5. "Yet rather than moving to equip itself for a new environment, the industry chooses to draw its wagons into a circle around the hopelessly outdated Communications Act of 1934."

Actually, he said, "network broadcasters are understandably nervous about what negative ramifications an updated Communications Act might hold for them." He said they recall the forecast by communications advisers to President Ford that the 1980's might see cable and satellites ending the need for conventional TV networks. They see the "long-throated competitor," pay cable, enjoying a sudden boom. They have their eyes on other potential competitors as well, including independent TV stations such as WTCG(TV) Atlanta going up on satellites and reaching audiences well beyond the bounds of their markets of license; the possibility of films being beamed via satellite straight to broadcast stations; the possibility of programs being beamed via satellite direct to home receivers; telephone terminals still in the laboratory stage with potential for bringing news and entertainment into the home; and video cassettes, disks and games, he said.

The Communications Act, with the original aim of localism, has not worked the way it was supposed to, the congressman said. The authors could not foresee that three networks would come to dominate broadcasting—that their 15 owned and operated TV stations would corner one-fifth of TV's total station earnings, and that they would end up providing 80% of the programming on three-fourths of all TV stations.

"It's not hard to understand why things have worked out this way," he said. "It takes money to produce quality programming; even a prosperous local broadcaster could not maintain the volume of entertainment or the breadth of news coverage produced for the wider total audience served by networks."

"But the flood of new transmission techniques sends a clear message: Wider programming choices are within our economic reach."

Representative Van Deerlin said it is

**This month –
three more Post Corporation
television stations
changed national sales
representation.**

WOKR
Channel 13 ABC
ROCHESTER, N.Y.

WEAU-TV
Channel 13 NBC
LA CROSSE-EAU CLAIRE

KTVO
Channel 3 ABC/CBS
OTTUMWA-KIRKSVILLE

PGW

also representing **WLUK-TV**
Channel 11 ABC
GREEN BAY

WLUC-TV
Channel 6 CBS/ABC
MARQUETTE

Millions caught “Disco Fever” from the Hughes Television Network.

Now, “Premiere Fever” is going around.

Movie box office attendance everywhere is soaring, and setting all-time records. And the Hughes Television Network has the major event programming that brings soon-to-be-released movies home to millions... in an exciting new television format that previews the important films more people will be lining up to see.

Our first special “premiere” television event, “DISCO FEVER”, starring John Travolta and the Bee Gees proved to be a great disco party for millions of people across the country, and a huge success for the scores of stations who aired it.

Now, The Hughes Television Network presents “Premiere Fever”... a glittering series of special “premiere” events introducing some of this year’s brightest stars and biggest new films from Paramount.

It’s the hottest, most exciting, original major event programming made for television. It’s the entertainment your audience is looking for. And it’s all here.

Special “premiere” events will be scheduled over the coming months, from among these major Paramount releases:



“AMERICAN HOT WAX”—the birth of rock and roll, and its turbulent struggle for survival in the fifties



“BAD NEWS BEARS GO TO JAPAN”—An all-new installment of the comedy series starring Tony Curtis and the Bad News Bears Gang



“FOUL PLAY”—A great comic thriller that brings together for the first time, the wacky charms of Goldie Hawn and Chevy Chase

“GOIN’ SOUTH”—Jack Nicholson stars in this gritty romantic comedy western about a cattle rustler who exchanges a hangman’s noose for a wedding ring

“DEATH ON THE NILE”—Based on the classic Agatha Christie thriller about a honeymoon cruise that proves fatal—starring Peter Ustinov, Bette Davis and an all-star cast

“HEAVEN CAN WAIT”—The delightful comedy-fantasy about a football player who is given the ultimate comeback chance—starring Warren Beatty and Julie Christie



“GREASE”—The hit musical rock and roll celebration with an all-star cast headed by John Travolta and Olivia Newton John

“OLIVER’S STORY”—Oliver Barrett’s role is re-created in this sequel to **“LOVE STORY”**

Plus, other future paramount pictures!



Catch the “Fever” from Paramount Television Distribution

Contact Randy Reiss (212)333-3757 or your regional Domestic Syndication salesman for details.

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Congress's job "to match the Communications Act with the times; to make certain it serves the consuming public, and not just the varied industrial or business interests involved." He said among other things it will try to see that roadblocks to new technologies—such as those thrown up in past years before FM radio and in the present day before pay cable television—are removed.

It may be that things will remain the same, but if so it will be because of choices the consumers made, he said. "Perhaps, as most commercial broadcasters insist, the nation's tastes are adequately served by a nightly diet of comedy, police shows and pap. If so, such fare will withstand the test of competition—and broadcasters can continue to enjoy a healthy return on investment without the protection of tight government regulation."

Broadcasters' regulation decried by NAB's Wasilewski

FCBA luncheon is offered rundown of the many restrictions already placed on radio-TV as well as a gloomy forecast of others that loom on the horizon

In the worst of all possible worlds, which was the one conjured up by National Association of Broadcasters President Vincent Wasilewski last week, broadcasting would be regulated, taxed, litigated and legislated into oblivion.

In a speech to a Federal Communications Bar Association luncheon in Washington Wednesday, Mr. Wasilewski sought to enlist the lawyers' assistance in what he described as a never-ending struggle against forces that seek to erode the freedom and profits of an industry that, in comparison to IBM or General Motors, "hardly qualifies as a big business."

"It seems that every day a new proposal is made to change the way in which broadcasters operate." Each presents NAB with a new battle to fight, and a loss in any one proceeding before the agencies, courts or Congress, the NAB president said, could have a "domino-like effect."

Mr. Wasilewski said this domino phenomenon has been borne out in past experience. He recalled the Banzhaf case, in which the FCC ruled that cigarette ads were subject to the fairness doctrine. The commission emphasized, however, that the decision was not to be used as precedent for applying the fairness doctrine to advertising for other products, a position initially reaffirmed in appeals court. But the court later ruled that if the fairness doctrine applied to cigarette commercials, it also applied to commercials for large cars and leaded gasoline. "Spurred by the Banzhaf decision, the Federal Trade Commission urged the FCC to require coun-

teradvertising," Mr. Wasilewski continued. "The concept of counteradvertising is still very much with us today."

Mr. Wasilewski contended that "it takes a great deal of poetic license to say that a license to broadcast is tantamount to a license to print money." He cited FCC financial statistics from 1976 showing that 1,677 radio stations operated at a loss. So did one-third of all UHF stations and one-tenth of all VHF's. An NAB study shows in addition, he said, that the typical profit for an AM station in a community of fewer than 10,000 is just \$5,900.

Mr. Wasilewski said "the profit picture, although solid, is not as uniformly rosy as portrayed by some." It would be much worse, he said, if all the current proposals for restricting broadcast advertising were implemented. If the citizen groups got the upper hand, the situation would look like this, he predicted: Broadcasters would be prohibited from carrying commercials for diet drinks, chewing gums, some toothpastes and all other products containing saccharin; they would lose the accounts of airlines and utility companies which, if bills pending in Congress were enacted, would be prohibited from engaging in institutional or promotional advertising; advertisements for foods and over-the-counter drugs would be carried only if accompanied by information backing up nutritional claims or health warnings; much of the current children's advertising would be banned, as would ads for beer, wines, sugared cereals and snack foods. In addition broadcasters would have to give free time for political candidates and for public service announcements on cigarettes, nutrition and energy conservation.

Facing the loss of ad revenues from all those actions, Mr. Wasilewski continued, broadcasters could then look forward to a series of taxes: There would be performers royalty fees they would have to pay to recording artists and record companies; a percentage of gross advertising revenues would have to be paid for the support of public broadcasting, and another percentage would go for FCC license fees. In addition, there would be state and local taxes for the privilege of selling advertising, and taxes as well on towers, transmitters and other station hardware.

Finally, there are the potential restrictions on programing which, if enacted, could force all violence off TV, ban records whose lyrics make direct or indirect references to sex, prohibit radio stations with unique programing formats from changing, prohibit stations from covering terrorist activities or kidnapping threats, prohibit them from carrying any programs with negative references to ethnic groups, and from carrying programs depicting women, the elderly and minority groups in stereotypical roles. Other restrictions would require stations to program shows for children without advertiser support, require stations to provide foreign subtitles whenever the audience contains more than 5% non-English-speaking people, and require stations to devote prime time to access programing.

Low TV visibility for President's New England swing

Networks will cover news conference live, then leave scene to public broadcasting; Bangor stations plan no live coverage of what newsman calls 'event of century'

President Carter's foray into New England beginning later this week (BROADCASTING, Jan. 30) is not shaping up as the kind of media blitz that might have been expected. For much of the live coverage, viewers will have to rely on public broadcasting.

A news conference to be held in Cranston, R.I., on Friday (Feb. 17), is expected to be carried live by the networks. (The session is being billed as "regional," in that, while the President will not ignore the Washington press corps, he will attempt to give area reporters an opportunity to ask questions.)

But after the news conference, coverage will fall off. The President is scheduled to attend a town hall meeting in Bangor, Me., but it will be covered live only by the state's public broadcasting network, through the facilities of noncommercial WMEB-TV Orono. Newsmen at the three commercial stations in Bangor—WABI-TV, WLBS-TV and WVII-TV—say they lack the equipment for live coverage. (Robert Steele, news director at WVII-TV, which has no late evening news program and no news at all on weekends, was particularly frustrated over the prospect of being 72 hours late with the story. "It's only the event of the century, and we're not carrying it," he said.)

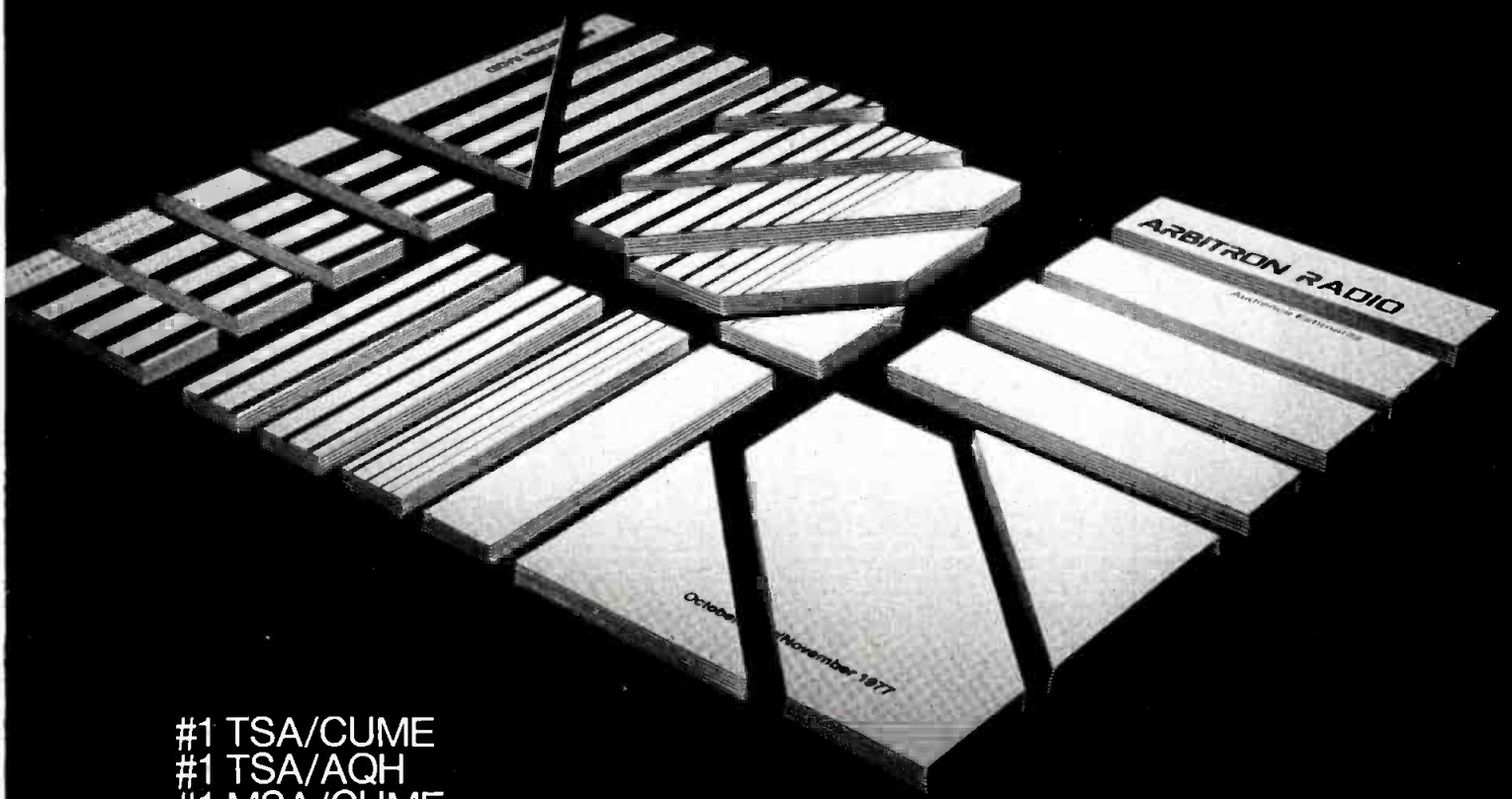
Still undecided last week was whether ABC would rebroadcast the meeting in the 11:30 p.m.-1 a.m. slot, as it rebroadcast the President's two previous town meetings, in Clinton, Mass., in March, and in Yazoo City, Miss., in July. "We're still looking at it," said Jeff Gralnick, director and executive producer of special events for ABC. He indicated chances of the rebroadcast would be better if ABC and the other networks were not covering the press conference earlier that same day.

The final presidential event of the weekend is a session with several hundred New Hampshire high school students, to be held in Nashua, from 10:30 a.m. to noon on Saturday. The total extent of live coverage that will be provided was not certain last week—"it's still evolving," according to Barry Jagoda, special assistant to the President for media and public affairs. But coverage is expected to be provided by at least one Boston station—WBZ-TV—and New Hampshire's public television stations.

"We expect adequate regional coverage," Mr. Jagoda said. But the critical factor, he added, is not the coverage but "the input the President will get from reporters and the public" during the sessions in New England.

No matter how you slice it...

The ABC owned AM stations ~~are~~ ^{continue to be} the most listened-to radio group in America.



- #1 TSA/CUME
- #1 TSA/AQH
- #1 MSA/CUME
- #1 MSA/AQH
- #1 ADI/CUME
- #1 ADI/AQH

ABC AM RADIO STATIONS

© 1978 American Broadcasting Companies, Inc.

WABC WMAL WXYZ KGO KXYZ KABC WLS

New York Washington D.C. Detroit San Francisco Houston Los Angeles Chicago

AUDIENCE ESTIMATES FROM OCT/NOV 1977 ARBITRON SURVEYS. PERSONS 12+ CUME AND AQH 6AM-12MID, MON-SUN.

ARDI abc

**On Sunday night, February 5,
America watched the most
spectacular entertainment event
in 25 years!**

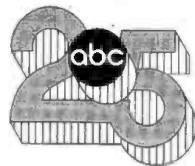
**abc SILVER
ANNIVERSARY
CELEBRATION**

American Broadcasting Companies, Inc. Thank The Stars Who Made It All Possible!

Julie Andrews
Michael Ansara
Edward Asner
Robert Blake
Georg Stanford Brown
James Brown and
Rin Tin Tin
Paul Burke
Captain & Tennille
Richard & Karen
Carpenter
David Carradine
Characters from the
World of Sid and
Marty Krofft
Charo
Dick Clark
Dennis Cole
Michael Cole
Chuck Connors
Howard Cosell
John Denver
Howard Duff
Barbara Eden
Vince Edwards
Lola Falana
Steve Forrest
John Forsythe
Jodie Foster
Annette Funicello

Frank Gifford
David Hartman
Billie Hayes
Hal Holbrook
Kate Jackson
Keith Jackson
Rick Jason
Gabriel Kaplan
Kaptain Kool &
The Kongs
Jack Kelly
Alan King
Cissy King
King Cousins
Cheryl Ladd
Lennon Sisters
Hal Linden
Dotty Mack
Fred MacMurray
Barry Manilow
Penny Marshall
Jim McKay
Ed McMahon
Kristy McNichol
Clayton Moore
Vic Morrow
David Nelson
Harriet Nelson

Rick Nelson
Nick Nolte
Hugh O'Brian
Patti Page
Vincent Price
H.R. Pufnstuf
Cliff Robertson
Cesar Romero
Jaclyn Smith
Robert Stack
Peter Strauss
Marlo Thomas
John Travolta
Leslie Uggams
Brenda Vaccaro
Rudy Vallee
Ben Vereen
Abe Vigoda
Clint Walker
Burt Ward
David Wayne
John Wayne
Lawrence Welk
Adam West
Billy Dee Williams
Cindy Williams
Clarence Williams III
Henry Winkler
Robert Young
Efrem Zimbalist Jr.



ABC Television Network 

*WCVB-TV Boston
would like to extend best wishes to the
American Broadcasting Company
on the occasion of its Silver Anniversary*

Special Report



The silver has turned to gold



It came, literally, from out of the Blue. And from the back of the pack. Now ABC stands in the front rank of broadcasting. This is the story of its accomplishment in the first 25 years—an account of perseverance, innovation, energy and spunk.

On Feb. 10, 1953, newspaper ads announced the preceding day's approval by the FCC of the \$25 million merger of ABC and United Paramount Theatres. The real beneficiaries, readers were told, would be the radio and television audiences:

"New programs will be developed. New stars will be attracted. New techniques will be introduced. New facilities will be developed. Not tomorrow, of course. Not next week, or next month. But ABC intends to be a leader in radio and television, and it intends to grow like an oak, not a mushroom."

The author of the ad could not have known how long it really would take—almost 25 years—or how much an uphill fight, virtually all the way, it would be.

Both partners in the merger had been split off from larger organizations as a result of antitrust actions. ABC was formed in 1943 by Edward J. Noble, chairman of Life Savers Candy Corp., to acquire the Blue Network from NBC, after the FCC had ruled that NBC could not continue operating both the Red and the Blue. United Paramount Theatres was formed under the leadership of Leonard H. Goldenson in 1950, after Paramount Pictures was required to separate its theater holdings from its film production.

The difficulties started even before the merger deal was worked out in 1951. Mr. Goldenson wanted to buy ABC, but some of his board members had reservations. They felt ABC might lose so much money it would break UPT. Only after Mr. Goldenson got the support of Harry Hagerty, vice chairman and chief financial officer of Metropolitan Life—and along with his support a promise of financial backing—did the board agree to go along.

The new company, American Broadcasting-Paramount Theatres, inherited with the merger five AM, five FM and five TV stations, a radio network with 355 affiliates, a TV network with 14 primary affiliates, and approximately 650 theaters whose number had to be reduced under government orders.

With Mr. Goldenson as president, AB-PT started moving as soon as the FCC's approval came through.

One of the first moves was physical and geographical, from New York's Rockefeller Center—where visitors had to use NBC studio elevators to reach ABC offices—to ABC's own quarters, in what was once the New York Riding Club arena, on West 66th Street.

Television and radio were further split up: Oliver Treyz, director of research and sales development for both radio and television, was named director of the radio network, and Slocum Chapin, formerly in charge of ABC-owned TV stations and more recently assigned to development of daytime TV network programming, was named director of the ABC-TV network. They reported to, respectively, Charles T. Ayres, vice president in charge of the radio network, and Alexander Stronach Jr., vice president of the TV network.

To get programming from the Disney en-

terprises, ABC agreed to help underwrite the building of what is now Disneyland, investing \$500,000 and advancing \$1.2 million for a 35% interest. The program, *Disneyland*, later retitled *Walt Disney Presents*, attracted new advertisers and also represented an early break from the conventional practice of having TV programs owned by advertisers. It also made it easier for ABC to gain other Hollywood programming in the years to come.

In radio, ABC's WENR(AM) Chicago merged in 1954 with—and adopted the call letters of—WLS(AM), with which it shared frequency. Six years later ABC would acquire full ownership of the station from the estate of Burrige D. Butler and at the same time enter the publishing business, since Mr. Butler's will had stipulated that his part of the station could be sold only to a buyer who would also purchase his



American Broadcasting Company
and United Paramount Theatres

Merge

The title, Radio-TV news story... and what it means to you

[Faded text from a newspaper clipping, likely the article mentioned in the text.]

ABC AMERICAN BROADCASTING COMPANY
IN NEW YORK, CHICAGO, LOS ANGELES, PHOENIX, SAN FRANCISCO, ST. LOUIS

Prairie Farmer Publishing Co., publisher of *Prairie Farmer*, *Wallace's Farmer* and *Wisconsin Agriculturist*.

In 1955 ABC expanded into another field—the recording business. As television's popularity grew, the company also developed a new format for ABC Radio: "personalized listening" for the evening hours from 7:30 to 10 o'clock. And to feed the public demand for television it acquired 100 feature films from Britain's J. Arthur Rank organization for an estimated \$1.5 million. The films ranged from "Hamlet" to "Always a Bride" and were used first, not too successfully, on *Afternoon Film Festival*, immediately preceding Disney's highly popular *Mickey Mouse Club*.

Mickey Mouse Club was one of the results of two exclusive-rights deals that ABC developed in 1955, one with the Disney organization, the other with Warner Bros. Both gave ABC exclusive rights to the TV output of the two companies. *Cheyenne*, from Warner, started a stam-

pede of westerns that on ABC-TV alone would include *Maverick*, *Lawman*, *Sugarfoot*, *Bronco*, *Colt 45*, *Wyatt Earp*, *Jim Bowie*, *The Rebel* and *The Rifleman*.

Another noteworthy event of 1955: AB-PT's ABC division broke into the black after red-ink years in both 1953 and 1954.

In 1956 ABC-TV, hard pushed to find top-rate affiliates, proposed to the FCC a reallocation plan that would have provided equal facilities for the three networks in the top 200 markets. The FCC didn't buy it. That was also the year that Robert E. Kintner resigned as head of the ABC division and Leonard Goldenson took over as the man in charge of all broadcasting operations as well as head of AB-PT. Oliver Treyz, who had left to become president of the Television Bureau of Advertising, was called back to be head of the ABC-TV network.

In 1957 ABC Radio changed its name to American Broadcasting Network and, in recognition of television's growing role, shortened its broadcast day, eliminating phonograph records and simulcasts and aiming at an eventual cutback to eight or nine hours of network programming per day instead of 11 1/2 as in the past.

Even with the cutback, the newly named American Broadcasting Network came close to going out of business in 1958. Faced with losses reported to be about \$4 million a year, the board of directors considered several possibilities, including conversion to a press-association type of operation and, at the most extreme, closing down the network. In the end, the board decided to wait and see. The unprecedented division of the network into four networks would come 10 years later.

The ABC-TV network meanwhile got into daytime programming in a real way in 1958 through the introduction of "Operation Daybreak" with the assistance of the Young & Rubicam advertising agency and several of its clients who helped underwrite three hours of new programming a day, starting at 11:30 a.m. NYT. Until then, ABC-TV had no programming before 3 p.m. Other networks accused ABC of cutting rates, but it worked.

Long-time ABC owner Edward J. Noble, who since the merger had been AB-PT's largest individual stockholder and also chairman of its finance committee, died Dec. 28, 1958, at the age of 76.

With Disneyland a booming success, AB-PT expanded its holdings in the scenic-attractions field with the purchase of 600-acre Weeki Wachee Spring in Florida in 1959, (and added 3,900-acre Silver Springs, also in Florida, in 1962).

In 1959 ABC-TV also plunged deeply into sports coverage, acquiring rights to National Collegiate Athletic Association football and basketball, American League professional football, major-league baseball, All-Star golf, bowling and the only weekly network boxing show. Perhaps even more fortuitously, it acquired an independent sports production company, Sports Programs Inc., to handle the NCAA series. The company was owned by



Hinckley, Noble and Woods



Kintner



Goldenson and Siegel

Accessories before (and some after) the fact

ABC is celebrating the 25th anniversary of its present corporate composition, but its broadcasting history goes back to 1927 when the Blue Network was created by NBC, which had started the Red Network a year earlier. NBC operated both until the FCC ordered it to get rid of one in a decision affirmed by the Supreme Court in 1941.

In 1943 NBC found a buyer, Edward J. Noble, who owned Life Saver Corp., among other interests. Mr. Noble paid NBC's parent, RCA, \$8 million, but the Blue had \$1.4 million in the bank, making the net price \$6.6 million.

Mark Woods was president of the Blue when Mr. Noble took over and remained in the job for several years after the network was renamed the American Broadcasting Co. and got into television. In 1950, however, he was superseded by Robert E. Kintner, who had been moving up the executive ladder at the network under Mr. Noble's tutelage. Mr. Kintner, co-author with Joseph Alsop of a popular newspaper column out of Washington before World War II, had become a friend of Mr. Noble when the latter served as first chairman of the Civil Aeronautics Authority and later as under secretary of commerce. Mr. Woods, 76, is in real estate in Sarasota, Fla.

Another Noble associate from Washington days was Robert H. Hinckley, a Utah rancher and western distributor of Dodge cars and trucks, who had also served in the CAA and Commerce Department. Mr. Hinckley signed on as ABC Washington vice president and held that post until he retired in 1959. Mr. Hinckley, now 86, lives on his

ranch at Eden, Utah. It was on his advice that ABC applied for television stations on channel 7—in what was then considered the less desirable high band of VHF frequencies—while other applicants went after channels 2 through 5 and ran into competitive applications. ABC wound up with a full portfolio of five O&O's, all on channel 7.

Mr. Kintner was president of the company when the \$25-million merger with United Paramount Theatres was brought off in 1953 and stayed on as president of the ABC division. Leonard Goldenson, who had headed UPT, became president of the new American Broadcasting-Paramount Theaters. Mr. Noble, who emerged with 10% of the common stock and 55% of the preferred in the new corporation, became chairman of the AB-PT finance committee.

Mr. Noble, however, was to play a diminishing role in AB-PT operations, and Mr. Kintner finally resigned in 1956. A few weeks later he joined NBC where he made a reputation as, in his own words, a tough son-of-a-bitch as president until 1966 when he resigned under pressure. (He is now retired and divides his time between homes in the Georgetown section of Washington and Haiti.)

Throughout the formative years of AB-PT, Mr. Goldenson's right-hand man was Simon Siegel, who operated at low visibility as executive vice president but kept a keen eye on the books and personnel. He had been with Mr. Goldenson at United Paramount. Mr. Siegel retired in 1972 at the age of 66 but remains a member of the board.

Edgar Scherick, who became ABC's vice president in charge of television sales, and one of its young producers, brought along to produce the football telecasts, was Roone Arledge, later president of ABC Sports and now of ABC News as well.

An international division was created in 1959—and incorporated as ABC International two years later—to develop working relationships with foreign broadcasters. The division helped put together a TV network of stations in five Central American

countries and later formed Worldvision Network, which it served as purchasing agent and sales representative.

James C. Hagerty, White House news secretary, was named to head ABC news and public affairs operations, replacing John Daly, effective early in 1961. Thus began an ongoing effort to build the division both in front of and behind the cameras.

ABC got back into the station sales representation business—which it had discon-

tinued voluntarily in 1952—through the formation of ABC-TV National Station Sales Inc. in 1961, representing ABC-owned stations.

ABC-TV joined CBS-TV and NBC-TV in exploring the possibilities of developing a cultural program for children in 1961, then pulled out and announced it would go it alone in creating such a show for the 1962-63 season. Earlier in the year it had announced plans for an ambitious series of five late-afternoon half-hours a week

• **KAAI**, Austin, Minn. • **KABC-TV**, Los Angeles, Calif. • **KAIT-TV**, Jonesboro, Ark. • **KAKE-TV**, Wichita, Kan. • **KAPP**, Yakima, Wash. • **KATC**, Lafayette, La. • **KATU**, Portland, Ore. • **KATV**, Little Rock, Ark. • **KAVE-TV**, Carlsbad, N.M. • **KBAK-TV**, Bakersfield, Calif. • **KBMT**, Beaumont, Tex. • **KBTB**, Denver, Colo. • **KCAU-TV**, Sioux City, Iowa • **KCBJ-TV**, Columbia, Mo. • **KCRG-TV**, Cedar Rapids, Iowa • **KCST-TV**, San Diego, Calif. • **KDUB-TV**, Dubuque, Iowa • **KETV**, Omaha, Neb. • **KEVN-TV**, Rapid City, S.D. • **KEYT**, Santa Barbara, Calif. • **KEZI-TV**, Eugene, Ore. • **KFBB-TV**, Great Falls, Mont. • **KGNA-TV**, Albion, Neb. • **KGO-TV**, San Francisco, Calif. • **KGUN-TV**, Tucson, Ariz. • **KHGI-TV**, Kearney, Neb. • **KHVO**, Hilo, Hawaii • **KIII**, Corpus Christi, Tex. • **KIMO**, Anchorage, Alaska • **KITV**, Honolulu, Hawaii • **KIVI**, Boise-Nampa, Idaho • **KIVV-TV**, Lead/Deadwood, S.D. • **KJEO**, Fresno, Calif.

• **WRAU-TV**, Peoria, Ill. • **WRBT**, Baton Rouge, La. • **WREX-TV**, Rockford, Ill. • **WSIL-TV**, Harrisburg, Ill. • **WSJV**, South Bend, Ind. • **WTAE-TV**, Pittsburgh, Pa. • **WTEV**, New Bedford, Mass./Providence, R.I. • **WTHR**, Indianapolis, Ind. • **WTNH-TV**, New Haven, Conn. • **WTPA**, Harrisburg, Pa. • **WTVB**, Chattanooga, Tenn. • **WTVK**, Knoxville, Tenn. • **WTVM**, Columbus, Ga. • **WTVN-TV**, Columbus, Ohio • **WTVQ-TV**, Lexington, Ky. • **WTVW**, Evansville, Ind. • **WUHQ-TV**, Battle Creek, Mich. • **WUTR**, Utica, N.Y. • **WVEC-TV**, Norfolk, Va. • **WVII-TV**, Bangor, Me. • **WVUE**, New Orleans, La. • **WWAY-TV**, Wilmington, N.C. • **WXEX-TV**, Richmond, Va. • **WXIA-TV**, Atlanta, Ga. • **WXLN-TV**, Sarasota, Fla. • **WXOW-TV**, La Crosse, Wisc. • **WXYZ-TV**, Detroit, Mich. • **WTTV**, Youngstown, Ohio • **WYUR**, Huntsville, Ala. • **WZZM-TV**, Grand Rapids, Mich. • **ZFB-TV**, Hamilton, Bermuda

An Ear TO THE PAST..

An Eye TO THE FUTURE

• **KTRK-TV**, Houston, Tex. • **KTUL-TV**, Tulsa, Okla. • **KTVE**, El Dorado, Ark. • **KTVI**, St. Louis, Mo. • **KTVK**, Phoenix, Ariz. • **KTVO**, Ottumwa, Iowa • **KTVX**, Salt Lake City, Utah • **KTXS-TV**, Sweetwater/Abilene, Tex. • **KULR-TV**, Billings, Mont. • **KUPK-TV**, Garden City, Kan. • **KVEW**, Kennewick, Wash. • **KVIA-TV**, El Paso, Tex. • **KVII-TV**, Amarillo, Tex. • **KVIJ-TV**, Sayre, Okla. • **KVIQ-TV**, Eureka, Calif. • **KVUE**, Austin, Tex. • **KWAB-TV**, Big Spring, Tex. • **KWNB-TV**, Hayes Center, Neb. • **KXIX**, Victoria, Tex. • **KXLF-TV**, Butte, Mont. • **KXLY-TV**, Spokane, Wash. • **KXON-TV**, Mitchell/Sioux Falls, S.D. • **WABC-TV**, New York, N.Y. • **WABG-TV**, Greenwood, Miss. • **WAKR-TV**, Akron, Ohio • **WAND**, Decatur, Ill. • **WAOW-TV**, Wausau, Wisc. • **WAPT**, Jackson, Miss. • **WAST**, Albany, N.Y. • **WBAK-TV**, Terre Haute, Ind. • **WBBJ-TV**, Jackson, Tenn. • **WBJA-TV**, Binghamton, N.Y. • **WBKO**, Bowling Green, Ky.

• KLTV, Tyler, Tex. • KMBC-TV, Kansas City, Mo. • KMCC-TV, Lubbock, Tex. • KMOM-TV, Monahans, Tex. • KMSP-TV, Minneapolis, Minn. • KMTC, Springfield, Mo. • KMVI-TV, Wailuku, Hawaii • KMTV, Twin Falls, Idaho • KNTV, San Jose, Calif. • KOAT-TV, Albuquerque, N.M. • KOCO-TV, Oklahoma City, Okla. • KODE-TV, Joplin, Mo. • KOLO-TV, Reno, Nev. • KOMO-TV, Seattle, Wash. • KOVR, Stockton/Sacramento, Calif. • KPAX-TV, Missoula, Mont. • KPLM-TV, Palm Springs, Calif. • KPOB-TV, Poplar Bluff, Mo. • KPVI-TV, Pocatello, Idaho • KQTV, St. Joseph, Mo. • KRCR-TV, Redding, Calif. • KRDO-TV, Colorado Springs, Mo. • KRGV-TV, Westaco, Tex. • KSAT-TV, San Antonio, Tex. • KSHO-TV, Las Vegas, Nev. • KSNB-TV, Superior, Neb. • KSWO-TV, Wichita Falls, Tex./Lawton, Okla. • KTBS-TV, Shreveport, La. • KTEN, Ada, Okla. • KTHI-TV, Fargo, N.D. • KTRE-TV, Lufkin, Tex.

When a network progresses
from 17 affiliates to
192 in twenty-four years,
that's solid, healthy GROWTH.

When a network leaps into
dominance in the
three-network race, that's MOMENTUM.

When a network becomes the
No. 1 advertising medium
in the U.S., that's LEADERSHIP.

When a network has a
young, aggressive group of
key executives, that means ACTION.

At the same time that a
network builds and grows it
becomes as strong as the sum
total of its affiliates, that's INTERACTION.

The ABC affiliates are proud of their
association with the network of Growth,
Momentum, Leadership, Action and Interaction.

This ad sponsored by the ABC-TV affiliate family
of stations and the ABC-TV Board of Governors.

• WKBW-TV, Buffalo, N.Y. • WKDB-TV, Montgomery, Ala. • WKEF, Dayton, Ohio • WKOW-TV, Madison, Wis. • WKPT-TV, Kingsport, Tenn. • WKRC-TV, Cincinnati, Ohio • WLKY-TV, Lexington, Ky. • WLOS-TV, Asheville, N.C. • WLOX-TV, Biloxi, Miss. • WLST-TV, Chicago, Ill. • WLWK-TV, Green Bay, Wis. • WLVA-TV, Lynchburg, Va. • WMAL-TV, Washington, D.C. • WMTW-TV, Mt. Washington, N.H./Portland, Me. • WNUB-TV, Manchester, N.H. • WNEP-TV, Scranton, Pa. • WNGE, Nashville, Tenn. • WNTS-TV, Syracuse, N.Y. • WOAY-TV, Oak Hill, W. Va. • WOJ-TV, Ames/Des Moines, Iowa • WOKR, Rochester, N.Y. • WOLO-TV, Columbia, S.C. • WOPC, Altoona, Pa. • WOVK-TV, Huntington, W. Va. • WPEC, West Palm Beach, Fla. • WPLG, Miami, Fla. • WPTA, Fort Wayne, Ind. • WPVI-TV, Philadelphia, Pa. • WQAD-TV, Moline, Ill. • WRAL-TV, Raleigh, N.C.

• WBOY-TV, Clarksburg, W. Va. • WBRC-TV, Birmingham, Ala. • WCBD-TV, Charleston, S.C. • WCCB, Charlotte, N.C. • WCJB, Gainesville, Fla. • WCTI-TV, New Bern, N.C. • WCVB-TV, Boston, Mass. • WDHN, Dothan, Ala. • WDHO-TV, Toledo, Ohio • WDIO-TV, Duluth, Minn. • WEAR-TV, Mobile, Ala. • WECA-TV, Tallahassee, Fla. • WENY-TV, Elmira, N.Y. • WEVU, Naples, Fla. • WEWS, Cleveland, Ohio • WEZF-TV, Burlington, Vt. • WFAA-TV, Dallas, Tex. • WFTV, Orlando, Fla. • WGHP-TV, High Point, N.C. • WGTQ, Sault Ste. Marie, Mich. • WGTU, Traverse City, Mich. • WHBQ-TV, Memphis, Tenn. • WHSV-TV, Harrisonburg, Va. • WHYI-TV, Springfield, Mass. • WIRT, Hibbing, Minn. • WISN-TV, Milwaukee, Wis. • WJBF, Augusta, Ga. • WJCL, Savannah, Ga. • WJET-TV, Erie, Pa. • WJHG-TV, Panama City, Fla. • WJKS-TV, Jacksonville, Fla. • WJRT-TV, Flint, Mich. • WJZ-TV, Baltimore, Md.

for children, to be called *Discovery*, but had to defer its introduction because not enough affiliates cleared time for it to satisfy its prospective sponsors.

An event of major importance to generations of football watchers occurred in 1961: ABC engineers developed a process for immediate playback of video tape recordings in slow motion. It was called "VTX" (for video tape expander), and the team that brought it into being was headed by Al Malang, ABC's chief video-facilities engineer.

Television violence was already in the headlines in the early 1960's. Oliver Treyz, president of ABC-TV, spent a lot of time testifying before Senator Thomas J. Dodd's (D-Conn.) Senate juvenile delinquency subcommittee, particularly defending an episode in the ABC *Bus Stop*

reportedly engineered by financier Norton Simon was blocked by the company's stockholders. They backed management's request to abolish the company's cumulative-voting practice, which allowed a holder to multiply his shares by the number of directors to be elected and then cast that total for a single nominee.

In 1965 the name of the company was changed to American Broadcasting Companies Inc. That was also the year ABC applied to the FCC for authorization to own and operate its own communications satellite for distribution of its programs to affiliates. And it was the year, too, when ABC-TV announced it would launch "a new season" the following January.

But the biggest news of 1965 was the announcement, in December, of the proposed merger of ABC and International

deal, the largest that had ever been before the FCC—an exchange of stock worth, on the day of the first FCC approval, more than \$406 million to ABC stockholders.

The cancellation left ABC badly hurt financially, saddled with sizable loan obligations, including \$25 million that it had borrowed from ITT.

In the meantime, of course, life had gone on. In 1966, one of the new shows ABC-TV introduced in its "new season," a twice-a-week series called *Batman*, became a center of controversy when the network announced it would carry a fourth commercial minute to help pay the \$150,000 weekly production costs. Affiliates protested loudly, and in the end ABC-TV backed down, "tabling" the plan.

Other 1966 events were less troublesome. The audience potential of a blockbuster movie was demonstrated in September by ABC-TV and "The Bridge on the River Kwai," which was seen by an estimated 60 million people—and whose showing was followed, in short order, by massive movie purchases by all three networks. This was also the year ABC-TV first telecast its entire prime-time schedule in color. It also acquired TV rights to the 1968 summer Olympics for \$4.5 million (it already had rights to the winter games, at \$2 million), relayed coverage of the Notre Dame-Michigan State football game to Hawaii by satellite and moved its New York headquarters from the 66th Street base to its present 40-story headquarters building at 1330 Avenue of the Americas.

In 1967 ABC *Evening News* expanded from 15 minutes to a half hour. The TV network also expanded into late-night programming, introducing a talk show with comic Joey Bishop as host.

ABC Radio closed its West Coast regional network, ABC Radio West, in 1967—and also announced plans for an unprecedented four national radio network services, each tailored to fit a different local program format. The ABC Contemporary, Entertainment, FM and Information networks commenced operations Jan. 1, 1968, with a total of 600 affiliates.

The year also opened with a major organizational realignment. Thomas W. Moore, president of ABC-TV since 1963, was named vice president of a reorganized grouping of the broadcast departments. Elton H. Rule, vice president and general manager of ABC-owned KABC-TV Los Angeles, succeeded Mr. Moore as president of ABC-TV. Theodore F. Shaker, group vice president, ABC Television Stations Division, was designated to assist ABC Executive Vice President Simon Siegel in corporate planning and responsibility, and Roone Arledge, vice president and executive producer, ABC Sports, was made president of ABC Sports—the first president of a network sports operation. Later in 1968 Mr. Moore resigned and Mr. Rule, who had reported to him, then reported directly to ABC President Goldenson and Executive Vice President Simon Siegel.

In February 1968 ABC announced a \$50



From out of the past. This was the scene at "Broadcast House" in Detroit when ABC dedicated new studios for WXYZ-AM-TV in June 1959. L to r (standing): the late John Pival, WXYZ vice president for television; Harold Neal, WXYZ vice president for radio (and now president of all of ABC's radio operations), and James G. Riddell, then ABC western division head, now retired. Seated: Leonard H. Goldenson, then president of AB-PT.

series and ABC's refusal to comply with a National Association of Broadcasters Code Authority request to screen it before broadcast. Mr. Treyz and other ABC officials also testified at length in 1962 FCC hearings and heard some FCC officials suggest that ABC-TV's counterprogramming policies were to blame for many of television's ills, including too much sex and violence. A few weeks later Mr. Treyz was replaced as head of the network by Thomas W. Moore, who had been vice president in charge of programming. Julius Barnathan, who had been installed only a few months before—in the new post of president of ABC Owned and Operated Television Stations, was named vice president and general manager of the network.

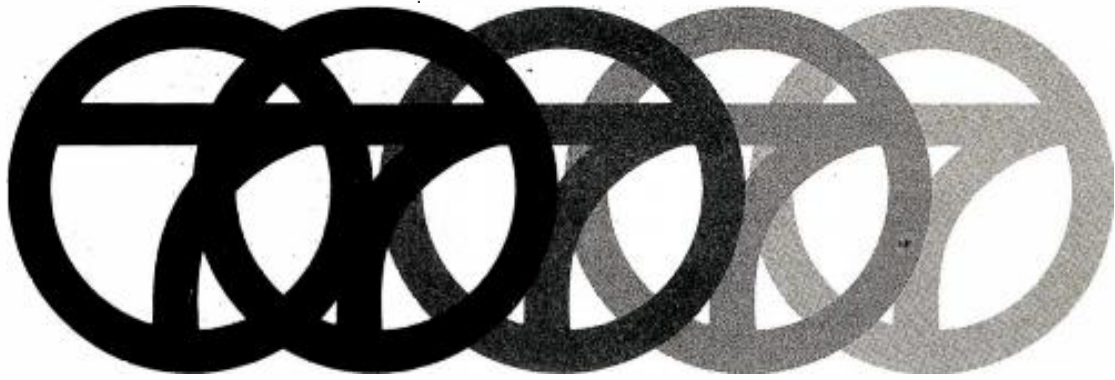
ABC-TV's affiliate line-up reached 125 in 1962 through additions in medium-sized markets. The network's affiliate relations also warmed appreciably as ABC-TV announced that it would return the Friday 10:30-11 p.m. NYT period to the stations for local programming in the 1962-63 season.

A 1964 attempt by Hunt Foods & Industries and the McCall Corp. to get seats on the AB-PT board in a stock-purchase deal

Telephone & Telegraph. It was a plan born of necessity: ABC needed massive sums of money to convert to color broadcasting and to bid for major motion-picture packages.

Over the next two years the merger was approved twice by the FCC. But the approvals—both on 4-to-3 votes—came over the opposition of the Justice Department, which contended the move would be anti-competitive and also objected to a multinational conglomerate's potential to control a powerful news medium. The commission majority concluded that the benefits outweighed the disadvantages—that the merger would provide ABC, historically the weakest of the three TV networks, with the financial resources to compete effectively with CBS and NBC and to better serve the public interest in such areas as news, public affairs and cultural entertainment innovation.

After the second FCC approval, ABC and ITT agreed not to proceed with the merger for 30 days, to give the Justice Department time to appeal. Appeal it did, in July 1967, and on New Year's Day in 1968 ITT exercised its right to cancel the



The ABC Television Stations.
New York, Chicago, Detroit, Los Angeles, San Francisco.

million refinancing plan through the sale of convertible subordinated debentures. It also worked out an agreement with Hanover Bank, under which the cost of ABC-TV's motion picture inventory was factored by the bank, with ABC reimbursing, with interest, on a "pay-as-each-film-airs" basis.

In July 1968, while ABC was in registration for the debentures offering, billionaire Howard Hughes attempted to gain control of ABC. He offered to buy two million ABC shares—about 43% of the outstanding stock—at \$74.25 each, nearly \$16 more than the stock's market price at the time. ABC went to court to block his attempt but lost there and on appeal. By the time Mr. Hughes's offer expired, about 1.6 million shares—34%—had been tendered. But he turned them down, citing President Goldenson's "inordinate opposition." Some speculated that the reclusive billionaire was also afraid that if the FCC held hearings on the station transfers, he would be compelled to appear.

The year 1969 was a big one for sports. ABC acquired television rights to the 1972 summer Olympic games for \$12 million, a Monday-night pro football package for \$8 million and a two-year extension of its NCAA football agreement at \$12 million a year. In 1970 it added National Basketball Association games under a three-year contract for \$17.5 million.

Elton Rule was moved up to president

of the American Broadcasting Co., the broadcasting division of American Broadcasting Companies, in March 1970. James E. Duffy, vice president in charge of TV network sales, succeeded him as president of ABC-TV.

ABC FM Spot Sales was created in 1971 as a sales representation firm for ABC-owned FM stations and other outlets with similar formats. Later renamed ABC Radio Spot Sales to recognize AM and FM parity, the division is currently being phased out.

As 1972 opened, Leonard Goldenson was elected to the new post of chairman and chief executive of ABC Inc., and Elton Rule was elected president and chief operating officer. In July, Mr. Rule announced a reorganization: Walter A. Schwartz was named president of ABC Television, encompassing the company's various television operations, and Harold L. Neal Jr. became president of ABC Radio, which includes the radio network, owned radio stations and Spot Sales.

For the first time in a decade, the ABC-TV network turned a profit in 1972, and for the first time in years the four-service ABC Radio Network also reported a profit.

The ABC Leisure Group, consisting of ABC theater, records, farm publishing operations and scenic and wildlife attractions, was created in 1973. I. Martin Pompadur, vice president and assistant to Mr. Rule, was named president of the group. Also in 1973, ABC signed to sell its

Northern Theater Group of 123 theaters for \$25 million.

ABC Films, formed in 1953 as a program syndication arm, was sold in 1973 to comply with the FCC's ban on domestic syndication by networks.

Frederick S. Pierce, who had headed television planning and development, was named president of ABC Television in 1974. He succeeded Walter A. Schwartz, who became president of a newly formed Leisure Group II. Mr. Pierce launched what ABC called the most intensive new program development effort in television history. In 1975 he also hired Fred Silverman away from CBS-TV to be president of ABC Entertainment, reportedly at a salary of \$300,000 a year, and in 1976 he lured Barbara Walters away from NBC News at a salary close to \$1 million a year.

The new programs and new people began to pay off in the 1975-76 season. The ABC annual report glowed: "Early 1976 brought ABC the milestone—for the first time ever, its prime time audience levels led both other networks for eight consecutive weeks." The lead has continued to grow, and even the news that Fred Silverman will be leaving to become president of NBC didn't dent ABC officials' confidence that they'll stay on top. They named Anthony Thomopoulos, Mr. Pierce's right-hand man, to succeed Mr. Silverman as president of ABC Entertainment and said they were sure those ratings would get better and better. ■

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ABC**

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WHIO TV-AM-FM
Dayton

WSOC TV-AM-FM
Charlotte

WIC-TV
Pittsburgh

KTVU-TV
San Francisco-
Oakland

WIOD, WAIA-FM
Miami

KFI, KOST-FM
Los Angeles

WLIF-FM
Baltimore

WWSH-FM
Philadelphia



Leonard Goldenson:



Leading ABC from the bottom of the barrel to the top of the heap

Leonard Harry Goldenson had every right to celebrate the 25th anniversary of ABC's current ownership and management last week with fervor and style. The company he put together, built and refused to let die had established itself beyond question at the top of the prime-time TV ratings and was a strong contender in most other day parts as well. The company was bigger and certainly more profitable than ever.

But there was no personal celebration for Leonard Goldenson. That isn't his way. He celebrated, if it can be called that, by watching the four-hour *ABC's Silver Anniversary Celebration* on ABC-TV the preceding Sunday night. For him it was enough to know that, as he put it in an interview, "we have moved into an important position in the industry—and we intend to keep it that way."

He is, in fact, giving some thought to ABC's second quarter-century. "In the next 25 years," he said, "I believe this company will grow by leaps and bounds. Broadcasting will continue to grow. Broadcasting will remain as important in the life

of this country as it is today—if not more so.

"Our publishing division will continue to grow to substantial size. I feel ABC Records will grow and become a competitive force, just as we've become a competitive force in television. We will also diversify into other areas that are compatible with our expertise."

He doesn't entirely rule out the possibility that broadcasting may some day be displaced as ABC's primary business, though he doesn't expect it to happen in the foreseeable future.

Mr. Goldenson sees some challenges ahead for broadcasters in the form of pay cable, video disks and the like, but he feels these competitors can be met head-on.

"Everything competes for people's time," he said. "But broadcasters have become sufficiently expert to meet all kinds of competition. I think we can do it if we stay on our toes."

Mr. Goldenson has made a career of staying on his toes. He and ABC have in fact achieved success against greater odds, perhaps, than confronted those earlier

pioneers, Brigadier General David Sarnoff of RCA-NBC and William S. Paley of CBS. For one thing, Mr. Goldenson and ABC have had to compete with NBC and CBS—for programs, for stations, for advertisers—and they were formidable competitors.

NBC is thought of as the first national network and CBS as the most successful, over the years, and the most profitable. How does Mr. Goldenson think of ABC? His answer comes quickly:

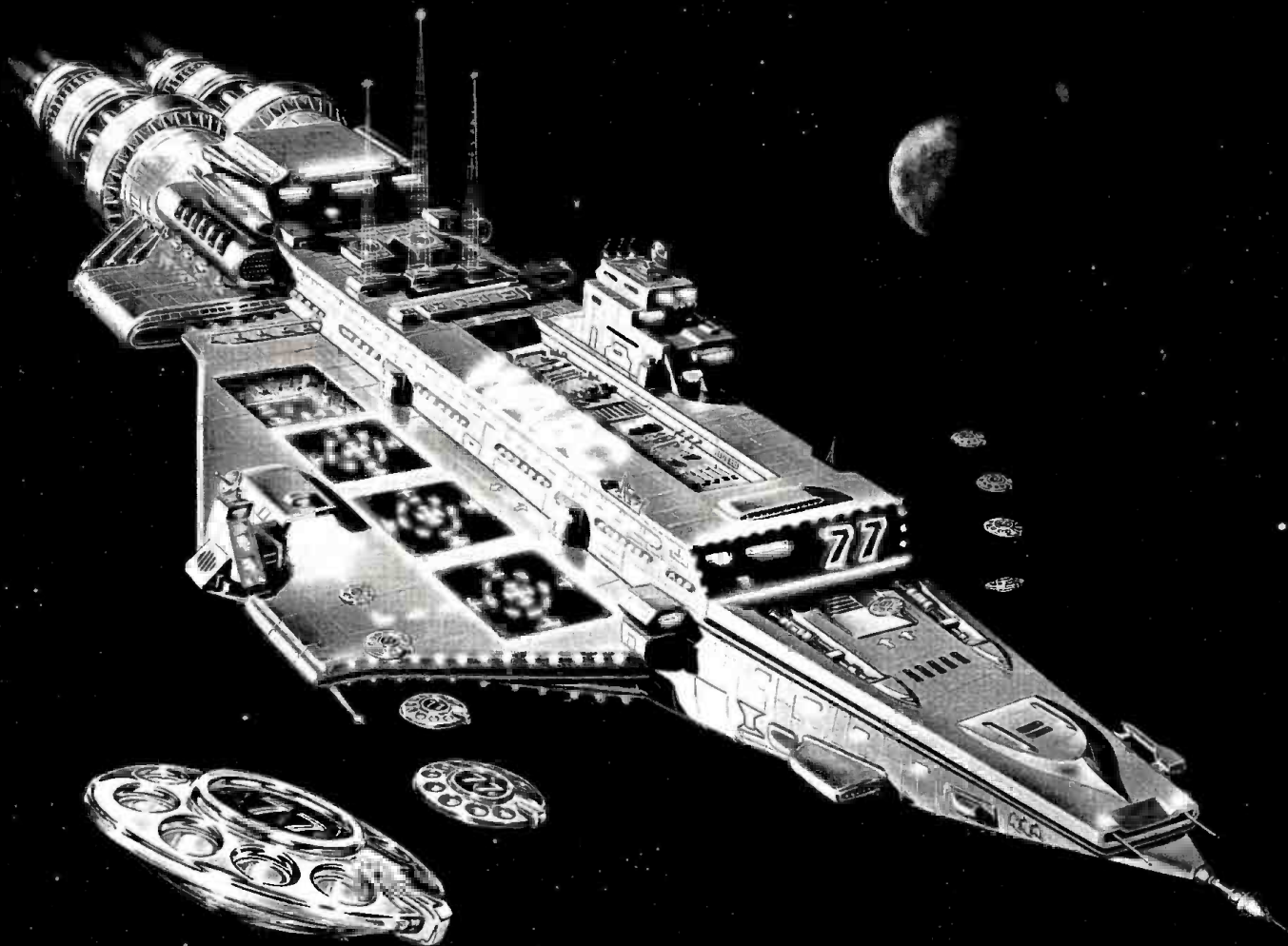
"I think of ABC as the dynamic force in broadcasting. We haven't followed tradition. We've been innovators because we were forced to be."

Thus ABC invented the "second season" out of necessity. When its shows had a high failure rate, as they often did, it yanked them and installed new ones to open a second season in January.

It developed counterprogramming out of necessity, to give viewers something different from the established shows on the other networks.

It opened up Hollywood as a source of programs out of necessity, because CBS

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RADIO STATION IN THE NATION*



WABC MUSICRADIO 77

RADIO FLAGSHIP OF THE AMERICAN BROADCASTING COMPANY

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and NBC had locks on so many stars from the old radio days.

It began underwriting program production out of necessity, because advertisers in the early years controlled many programs and if one began to show ratings promise on ABC-TV, the other networks with their superior station lineups and coverage could persuade the advertiser to move it over.

Mr. Goldenson gives credit for ABC's success to the management team, many of whom have literally grown up with ABC. But ABC's history makes clear that in the many difficult times in the past 25 years it was Leonard Goldenson who was in there exhorting, cajoling, encouraging the team and refusing to give up. He was also, of course, largely responsible for putting the team together.

The 25 years have seldom been easy. But then, he didn't expect them to be. A lawyer and vice president in charge of the theater interests of Paramount Pictures, he had helped form United Paramount Theatres in 1950 when a government anti-trust suit forced Paramount to separate its production and theater interests. As UPT president, he wanted the company to acquire ABC, but his board of directors was leery. They feared ABC losses might be so big that UPT would go down the drain. He won them over eventually, but not until he had gained support—and a promise of financial backing—from Metropolitan Life.

Looking back, he counts this accomplishment—selling the board—among the high points of his ABC experience.

Another high point, he said, and a turning point for ABC, was bringing Hollywood into television. "The motion picture industry was looking down its nose at television at the time," he recalled, "and NBC and CBS had all the top stars from radio. So the only way we could carve a niche was to bring Hollywood into the picture."

First he made a deal with the Disney organization, agreeing that ABC would invest in the new Disneyland park. That produced the popular *Disneyland* series and, later, *Mickey Mouse Club*. It also made it easier to talk Warner Bros. into providing TV programming. One of whose entries, *Cheyenne*, helped to touch off a westerns trend that continued into the next decade.

"After I cracked Jack Warner I was finally able to crack Metro and Fox," Mr. Goldenson recalled in an earlier interview. "Now [the Hollywood producers] have become a great source of programming for the broadcasting industry, and fortunately for us this was the one source we had that NBC and CBS weren't interested in at the time."

ABC's buying Ed Scherick's Sports Programs Inc. was another important point in ABC's development, Mr. Goldenson said, because it got Mr. Scherick as head of TV sales and a young producer, Roone Arledge, who went on to become head of

sports and, now, also news. *Wide World of Sports*, an Arledge recommendation, "gave us entree to all kinds of sports" and helped establish ABC as the leading sports network of the day.

One of the biggest disappointments of the past 25 years for Mr. Goldenson has to be the collapse of the proposed merger between ABC and International Telephone & Telegraph Corp., which had been expected to solve all of the young network's many financial problems. Considering how well ABC has done in the last few years, however, he now counts the failure as a blessing. It was hard to see it that way at the time, though.

"We couldn't do anything during the two years we were tied up in the merger," he has recalled. "We couldn't borrow any money beyond \$25 million. Color was coming in and it was going to cost us a minimum of \$50 million to convert to color. Secondly, CBS and NBC had gone to a second night of movies and in order to compete with them we had to make a commitment of close to \$120 million for feature films in which we put up \$60 million in cash. So those two things depleted our cash to almost nothing. ITT did loan us \$25 million at the time but that wasn't really enough to make things go."

"Operation Daybreak," engineered with Young & Rubicam, got ABC into full-fledged daytime programming and thus was another ABC turning point in Mr. Goldenson's estimation. Another was the four





Congratulations.



Honoree. Leonard H. Goldenson (r), chairman of ABC Inc., is shown with actor John Wayne accepting the 1976 Humanitarian Award of the National Conference of Christians and Jews, one of many he's received over the years. Among the others: Gold Medal of the International Radio and Television Society (1964); Distinguished Service Award of the National Association of Broadcasters (1965); President's Medal of the B'nai B'rith Foundation of the U.S. (1961); Gold Medal of Achievement of the Poor Richard Club of Philadelphia (1964); Gold Key Award of the Avenue of the Americas Association (1966); Pioneer of the Year Award of Motion Picture Pioneers (1967); Walt Disney Award of the National Association of Theater Owners (1970); Gold Medal of the 100-Year Association of New York (1974); Communications Award of the Institute for the Crippled and Disabled (1977). He was also honored by his home town, Scottsdale, Pa., at its centennial celebration in 1974.



radio network concept, which turned a long-losing operation into a profitable one.

Other key moves in his book had to do with executive appointments, among them Elton Rule as president of the ABC-TV network, then of broadcasting operations and finally of ABC Inc., and Fred Pierce as president of ABC Television.

News, the one area in which ABC is most definitely in third place among the networks, is at the top of the Goldenson priority list. "Our number one intention," he said, "is to make news number one—and we are going to achieve it."

His determination is infectious. "The building of this company," he has said, "has involved a great number of dedicated, hard-working people. I've never seen people work as hard and with as much dedication. The morale has been terrific through the years, starting when we were behind the eight ball and had to fight for our place in the sun. And the people, I'll tell you, have been absolutely sensational in accomplishing this."

His determination came in handy earlier in life. Born in Scottsdale, Pa., on Dec. 7, 1905, he reached New York in 1930, at the

start of the depression, and pounded the streets for nine months looking for a job. He had graduated from Harvard College in three and a half years, spent six months with a Pittsburgh brokerage house, then gone through Harvard Law School and passed the Pennsylvania Bar examinations. During his nine months of job-hunting in New York, one of the places he applied was Paramount Pictures. They turned him down. Finally he accepted a clerkship in a law firm, but he still wound up at Paramount.

This move came in 1933, when he was invited to reorganize Paramount's New England theaters. Four years later he was made assistant to the man in charge of Paramount's theater operations and a year later was put in charge of them. He was elected vice president and named to the Paramount board of directors in 1941, remaining until he left to help form UPT to operate the theater business.

Leonard Goldenson, now 72, shows no signs of letting up or slowing down. He puts in full days at his office and rarely, associates say, takes a day off. There's no question about his being the company's chief executive officer as well as its chairman. Nor does he, he says, have any plans to retire. In fact, he and President Rule both signed new long-term contracts about a year ago. The closest he comes to talking about retirement is to say that, when it does happen, Elton Rule will succeed him. ☐

"Dear ABC,

Thank you for inspiring us to take nothing for granted.

Sincerely, CBS and NBC."

This tongue-in-cheek message sponsored by United Group Stations in celebration of ABC's 25th anniversary. KMSP TV — Minneapolis, KTVX — Salt Lake City, KMOL TV — San Antonio.

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WJLA-TV
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We've been seen together for 25 years.

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with the leading network in the nation,
being a leader in the Nation's Capital is easy as a b c.



Nationally represented by Petry Television, Inc.

Rule is golden now at ABC

The company's president, chief operating officer and heir-designate to Goldenson allows his charges room to swing and has always expected the same for himself

Elton Rule would not have been so brash as to predict, 10 years ago, that ABC would by now have reached the leadership position it commands today.

"But I had hope," he said in an interview. "It has to be the crowning achievement in my involvement in broadcasting, to see the broadcasting division so clearly the leader."

He is talking, he said, not only about the ABC-TV network but also about the ABC Radio network and the ABC-owned TV and radio stations: "They are clearly the leaders in their fields."

And he finds it "especially rewarding" that "we have been able to get where we are with essentially the same people over the years." Like ABC Inc. Chairman Leonard Goldenson, President Rule is strong for the management team concept. "We take pride in the management people who have been assembled and who really are the ones responsible for getting us where we are."

Elton Rule's management style—and one of his strengths, according to close associates—is his ability to delegate responsibility to his operating and administrative staffs. "He knows his people and their strengths," one long-time associate said, "and he allows them to do their thing."

When he sees that he has made a mistake, as in the choice of an executive for a particular job, "he acts decisively to correct it." But he is also said to be patient with executives who have shown they have ability but for one reason or another are encountering momentary difficulties. "Some very good ABC people," a friend said, "are even stronger today because he stood behind them when things seemed to be going wrong for them."

Coming from a station background, he had an outlook that served him well with ABC-TV affiliates when he was called up from ABC's KABC-TV Los Angeles, where he was general manager, to become president of the ABC-TV network in 1968.

That was just after the projected merger between ABC and International Telephone & Telegraph collapsed, shattering hopes for an early infusion of badly needed money. An associate from those days recalls that Mr. Rule spent a lot of time convincing Mr. Goldenson and other members of the board that progress would be slow, that they shouldn't expect overnight miracles, but that as long as progress was being made—and he developed a five-year plan for it—"then the company was on the right path."

Another Rule strength, an associate said, is that "he knows you have to get out among the station managers, and not just sit in New York and read reports. Aside

from the fact he's from California and loves California, he likes to go there to talk with the creative people, find out what they're thinking and doing. He knows it's important to get out, and he's willing to travel and spend the time to do it."

In 1970 Mr. Rule was named president of the ABC broadcasting division, and in 1972, when Mr. Goldenson became chairman and chief executive of ABC Inc., Mr. Rule moved up to president and chief operating officer of the corporation. They give every indication of working smoothly together. Indeed, Mr. Goldenson has said publicly and repeatedly that if he retires, Mr. Rule will succeed him.

He has also said, however, that he has no plans to retire, and both he and Mr. Rule signed new long-term contracts with ABC about a year ago, reportedly extending to the time when Mr. Rule, now 60, will be 65 and Mr. Goldenson, now 72, will be 77.

For a man at this professional peak, Elton Hoerl Rule got into broadcasting by fits and starts. Born June 13, 1917, at Stockton, Calif., he had majored in journalism at Sacramento College and planned to continue at the University of California, but got sidetracked by a summer job as a salesman-announcer for KROY (AM) Sacramento. He stayed there for a couple of years until he got sidetracked again, this time into a five-year hitch in the Army in the Pacific, from which he emerged with an Okinawa battlefield promotion to major.

Back from the Pacific, he went to work as a salesman for KFBK (AM) Sacramento, then left to become sales manager for Goodyear Wingfoot portable dwellings. That was the last sidetrack for Elton Rule. "It was a good job," he said, "but it wasn't in broadcasting and it didn't take

long for me to realize that's where I belonged."

He headed south for Los Angeles and a sales job with KLAC (AM) and, later, KLAC-TV (now KCOP). Two years later, in 1952, he moved to ABC's KECA-TV (now KABC-TV) as assistant sales manager. He became general sales manager in 1953 and general manager in 1960.

At some point along the way, Mr. Rule let Mr. Goldenson know that if an opening ever occurred, he'd like to be considered for the job of running the ABC-TV network. In 1968, after the ITT merger fell through, Mr. Goldenson "knew we had to make a management change." He knew too that Mr. Rule "had done an outstanding job in running our station in Los Angeles," and invited him to the Goldenson home in Mamaroneck, N.Y., to talk.

"You are now being considered," Mr. Goldenson advised him. As he recalled the conversation in an interview a year ago, "it was then that [Mr. Rule] said, 'I'd like to have the understanding that I have the complete support of management with a commitment to go forward without anybody looking over my shoulder.'"

"And I said, 'You will be supported 100% and you are given the authority to go ahead on that basis—of course, always subject to approval of our board of directors.' And Elton came forward and has done an outstanding job. And after the network was on the move again we made him the head of the broadcasting division and ultimately president and chief operating officer. Yes, as far as I'm concerned, I'm glad the ITT merger was called off."

For Mr. Rule, the challenge now is to "maintain the thrust we now enjoy. We've proved it wasn't a one-shot season, and we have to be very mindful of what it took to get us here. We have to remember we were once third," he says and "I think it's going to be more of the same."



Rule

WNLS

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that has ever held a youngster entranced, from the land of make-believe to lands beyond the seas."

And entranced they were. Both shows would become institutions, and their effects on the generation that watched them may still be surfacing. Twenty-five years later, for instance, a young director named Steven Spielberg would use the Disney theme song "When You Wish Upon a Star" as the concluding music in the original version of a science-fiction film called "Close Encounters of the Third Kind." Also 25 years later, ABC-TV would successfully premiere a new series called *Fantasy Island*, a place where grown-ups go to make their dreams come true.

Other movie industry deals further shaped ABC-TV's personality that year, and for years to come. The network bought 100 feature films from the J. Arthur Rank Co. for a *Famous Film Festival Program*. The festival would fail, but the concept opened the gate for television's break into Hollywood's vaults the following year as similar package buys were made from RKO, Paramount and Columbia.

ABC had more immediate success with an exclusive contract it signed with Warner Bros. that resulted in the 1955 premiere of a western called *Cheyenne*. Along with *The Life and Legend of Wyatt Earp* (also on ABC, but from a different producer) and *Gunsmoke*, which started on CBS in September 1955, *Cheyenne* helped to spark a sort of cowboy mania that had visitors from overseas arriving with expectations that all Americans wore six shooters. A psychiatrist analyzed the phenomenon for BROADCASTING, concluding that westerns presented neatly packaged "morality plays" akin to Greek tragedy. Whatever the motivation, millions watched *Cheyenne*, and in subsequent years Warner and others would crank out dozens of imitations, including ABC's *Sugarfoot*, *Bronco*, *Colt 45*, *The Rebel*, *Jim Bowie*, *The Rifleman* and, perhaps the most sophisticated of them all, *Maverick*, in 1957.

The network had come a long way in a short time. AB-PT's 1956 report to stockholders would announce that ABC Inc. had broken into the black, an achievement Mr. Goldenson attributed to "a much stronger program line-up." With the DuMont network all but out of the picture, Slocum Chapin could declare, "With a bow to our hustling competitors we can now make the simple statement that the day of the two-network dominance is past. Today, it's a three-network race which is going to get even closer."

Clearly, though, there was still much progress to be made. ABC still sold only an average of 20 hours of commercial time per week, while CBS had 63 and NBC 46. And prime-time ratings for the 1956-57 season had ABC with a 14.0 average compared to CBS's 25.6 and NBC's 20.1. The ABC network was making "rapid strides" in gaining affiliates, but it wanted more.

In the summer of 1956, ABC President Robert Kintner submitted a complicated plan to the FCC and the Senate Commerce

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range for sponsorship of mutually acceptable daytime programs for the network, to be sold at less than half the rates of NBC's and CBS's daytime shows (a difference of paying some \$2,000 for a minute versus paying \$5,000 on the other networks). Thus, in one fell swoop, ABC went from having no Monday-through-Friday schedule before 3:30 p.m. to having 60 additional quarter hours per week (15 hours total).

The deal set ABC up with six clients enrolled as charter sponsors at a total 52-week rate of \$13.3 million. The deal was greeted with outraged cries of "price-cutting" and "sponsor-stealing" from NBC and CBS, which Y&R deftly deflected with the argument that it had a responsibility to secure the lowest possible rates for its clients. ABC remained conspicuously silent throughout the debate, but by October the network was in the daytime business, adding *Day in Court*, *The Peter Lind Hayes Show*, *Mother's Day*, *Liberace*, *Chance for Romance* and *Beat the Clock*.

It was also about this time that the strategy of programming the prime-time schedule with shows that appealed to younger urban adults crystallized into formal ABC policy. According to James Duffy, then a salesman in the network's Midwestern TV and radio sales divisions, now president of the network, the basic sales tool became Nielsen's 70-market Multinetwork Area survey, in which ABC could sometimes see itself in first place instead of third. Advertisers as well as potential affiliates were told that young adults would not only be more likely to switch their viewing habits, but also were prone to switch their buying habits. With the economy booming with new products and the war babies buying more expensive toys, the ABC argument made sense to many, and it is still used today (although, now that full three-network parity has been achieved, less so of late). The policy would have a definitive effect on ABC programming for two decades, and thus, on the American cultural environment as well. As Mr. Duffy put it, "A whole generation grew up as ABC viewers."

With such a program policy, it was probably inevitable that when Congress began looking into the alleged effects of TV in contributing to juvenile delinquency in the early 60's, ABC would come in for particularly close examination.

The investigation was headed by Senator Thomas J. Dodd (D-Conn.) who claimed to have evidence that network officials had deliberately infused their programs with sex and violence to boost the ratings. One official so charged was ABC's Oliver Treyz, who was accused of responsibility for airing an episode of *Bus Stop* called "A Lion Walks Among Us." In the program, the singing idol Fabian played a "sexual psychotic" who kills an old grocery storekeeper and later murders the attorney who successfully defends him. He is also involved with a married woman, who kills him and herself by driving off a cliff.

Mr. Treyz stated before the Senate subcommittee that he personally had ap-

proved the broadcast despite the defection of its sponsors and 25 affiliates. He cited as a defense the desire to avoid pressuring writers and producers.

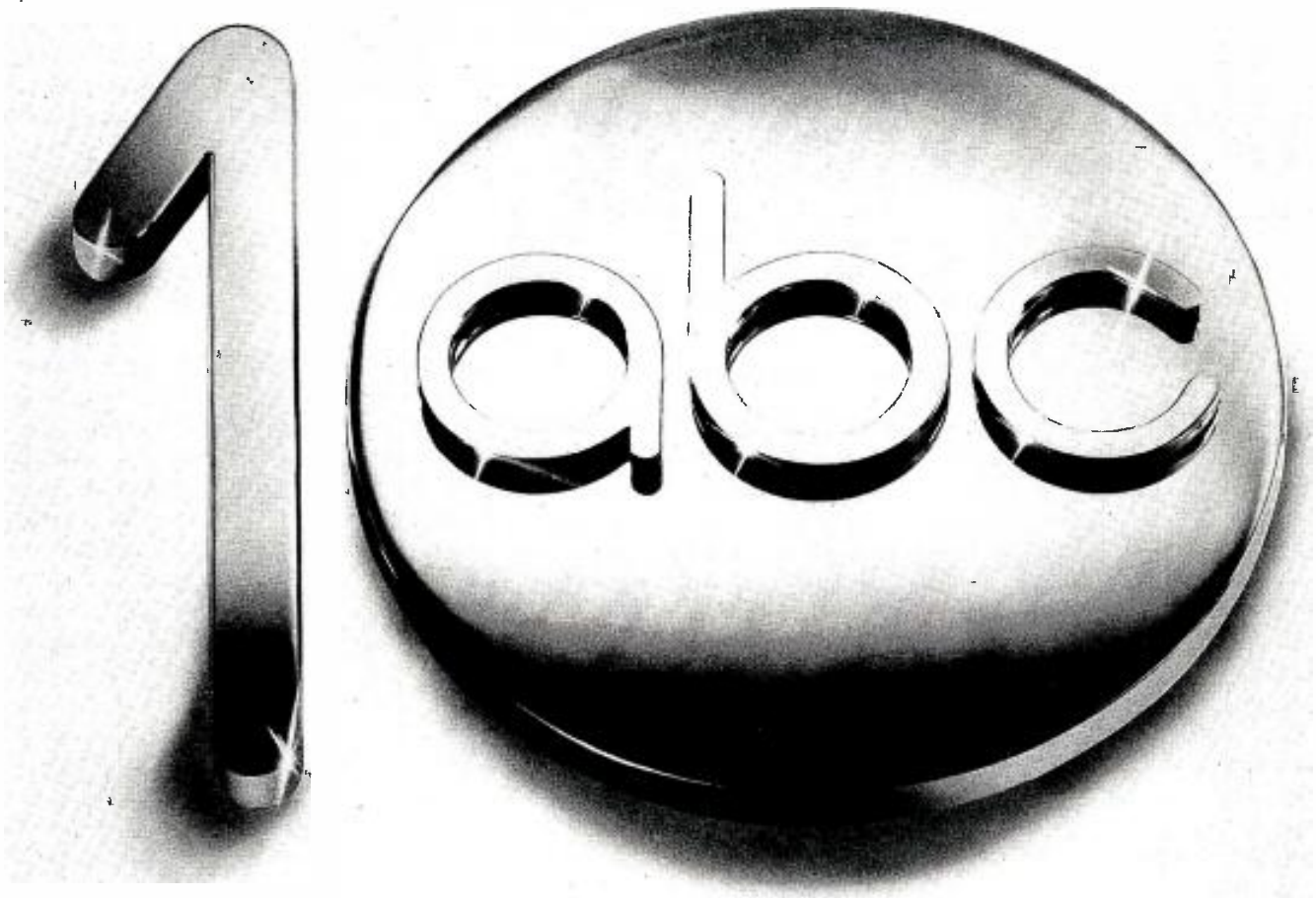
Together with a disappointing 1961-62 ratings performance, the *Bus Stop* incident spelled the end of Mr. Treyz's tenure as president of the network. Two months later he was summarily replaced with head programmer Thomas Moore, while Julius Barnathan, recently appointed president of the TV stations division, was promoted to vice president and general manager of the network.

But if ABC was experiencing setbacks in some of its activities, it was moving ahead in others. Leonard Goldenson announced that several of the network's prime time shows would be broadcast in color in the 1962-63 season. The news department underwent a period of intense activity. In 1960 two new programs were added: *Issues and Answers* and *Directions*, the religious and cultural series. And *Winston Churchill: The Valiant Years*, an award-winning documentary series was produced. It was also the year when James C. Hagerty, the former press secretary to President Dwight D. Eisenhower, was put in charge of ABC news and public affairs programming. New talent joining the division in the next two to three years included Howard K. Smith, Bill Sheehan, Jules Bergman ("television's only science editor"), Ted Koppel, Peter Jennings, Bob Clark and John Scali.

In 1960, ABC moved to dominate sports coverage, by acquiring rights to National Collegiate Athletic Association football and basketball and many other sports. Perhaps as important as all those deals put together, however, was the acquisition of Roone Arledge.

Legend has it that Mr. Arledge was initially hired to produce half-time highlights and interviews for the network's NCAA football broadcasts, but he took it upon himself to present to Thomas Moore a treatise on how he believed games should be produced. In essence, his theory was, and is: "Don't bring the game to the fan, bring the fan to the game." He got the job, and shortly thereafter was also given a crack at producing a summer replacement show called *Wide World of Sports*. From the introduction of the slow motion replay, isolated cameras and Howard Cosell through the coverage of six Olympics extravaganzas, Mr. Arledge would redefine sports television, in the process bringing ABC viewers "the thrill of victory, the agony of defeat, the constant variety of sports (a slogan that, according to one interview, Mr. Arledge first composed on the back of an airline ticket)." Mr. Arledge was on his way to becoming known as the hardest television executive to find in history, and ABC, once again, had seen an opening and had run for daylight. As Keith Jackson stated in ABC's silver anniversary special Feb. 5, "it was just like a draw play on third down and long yardage."

The surprise play would remain the trademark of ABC-TV. In December 1965, for example, Thomas Moore would announce a new concept to begin the



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(that's the Fifth smash-hit season of NAME THAT TUNE)

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In its Top 50 market Monday-Friday prime access time period clearances:

3 **TUNE** rates **1st or 2nd** in its time period in **39 of 45 markets.**

4 **TUNE** delivers **1st or 2nd** in its time period in **Women 18-49** in **38 of 45 markets.**

5 **TUNE** scored **1st or 2nd** of all five shows on its station in **35 of 45 markets.**

With that kind of evidence, it's an open-and-shut case that:
TUNE is already **ordered for 1978-79** in **10 of the Top 10 markets.**

- **ABC's O&O's** in New York, Los Angeles, Detroit and San Francisco.
- **NBC's O&O's** in Chicago and Washington.
- **plus Boston, Cleveland, Philadelphia and Pittsburgh.**

Don't get hung up. If you *have* TUNE, renew it now!

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HAPPY ANNIVERSARY



**FROM ONE
25-YEAR-OLD
TO ANOTHER**

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following January—a “second season” of prime-time programs. At the time, ABC officials predicted the idea would evolve into a constantly changing schedule, or a “living schedule,” as another ABC programmer would label it 10 years later.

In 1966 ABC would air “Bridge on the River Kwai,” which attracted 60 million viewers and established the ratings potential of the blockbuster movie. In 1968 the network would give only summary coverage of the Republican presidential convention in Miami, saving itself some much needed money and gaining some much needed ratings with the entertainment it put against the other networks’ traditional gavel-to-gavel coverage. “With the convention program itself so dull,” said Elmer Lower, then president of NBC News, “this is the only way to do it.”

In 1968, the company would be the first of the three networks to break its sports division out of the TV operation to make it a separate division, headed by Roone Arledge, and, in 1972, the first to establish the network, entertainment and planning departments as independent divisions, headed by James Duffy, Martin Starger and Frederick Pierce, respectively. A year later, the sports division agreed to pay between \$8 million and \$9 million a year for rights to broadcast professional football in prime time.

In 1974, ABC’s “novels for television” initiated the miniseries concept with a three-and-a-half hour production of Leon Uris’s “QB VII.” The concept blossomed with “Rich Man, Poor Man” in 1976 and reached a peak in February of 1977 with the eight-night run of Alex Haley’s “Roots,” the most-watched entertainment program in TV’s history. And in 1975 and 1976, the network engineered two unprecedented talent raids, first stealing program whiz Fred Silverman from CBS-TV and then taking *Today* hostess Barbara Walters away from NBC to make her the network’s first female anchor (at a salary of \$1 million a year, also unprecedented). A year later, Roone Arledge took over as head of the ABC News operation, and proceeded to do away altogether with the age-old concept of anchors.

While all that was going on, though, the biggest coup of all—leadership in the program ratings—still eluded ABC-TV. Even second place escaped the network in all but one year (1960-61) until 1975, and in many years ABC was a distant third.

It would all start to come together, of course, at midseason, 1975-76, just nine months after Mr. Goldenson had told his affiliates that it was time to enter a new phase of ABC Television history. By March 8, after seven weeks in a row as the winner of the prime time ratings, the network would issue a small, “We’re #1” button, with a disclaimer reading, “After all these weeks of sustained industry leadership, it would be rather ostentatious to have a button with a larger #1 than this.” After almost 25 years as #3, the sense of humor and the exhilaration were understandable. ■



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 KATC Lafayette, La.
 KATU Portland, Ore.
 KATV Little Rock, Ark.
 KBAK-TV Bakersfield, Calif.
 KBMT Beaumont, Tex.
 KBTX-TV Bryan, Tex.
 KBTV Denver
 KCAU-TV Sioux City, Iowa
 KCBJ-TV Columbia, Mo.
 KCNA-TV Albion, Neb.
 KCRG-TV Cedar Rapids/Waterloo
 KDUB Dubuque, Iowa
 KETV Omaha
 KEVN-TV Rapid City, S.D.
 KEYT Santa Barbara, Calif.
 KEZI-TV Eugene, Ore.
 KFBB-TV Great Falls, Mont.

KGO-TV San Francisco
 KGTV San Diego
 KGUN-TV Tucson, Ariz.
 KHGI-TV Kearney, Neb.
 KHVO Hilo, Hawaii
 KIII-TV Corpus Christi, Tex.
 KIMO Anchorage
 KITV Honolulu
 KIVI-TV Boise, Idaho
 KIVV-TV Lead/Deadwood, S.D.
 KJEO Fresno, Calif.
 KLTV-TV Tyler, Tex.
 KMBC-TV Kansas City, Mo.
 KMCC-TV Lubbock, Tex.
 KMOM-TV Monahans, Tex.
 KMSP-TV Minneapolis
 KMTX-TV Springfield, Mo.
 KNTV San Jose, Calif.
 KOAT-TV Albuquerque, N.M.
 KODE-TV Joplin, Mo.
 KOCO-TV Oklahoma City
 KOLO-TV Reno

KOMO-TV Seattle
 KOVR Sacramento, Calif.
 KPAX-TV Missoula, Mont.
 KPLM-TV Palm Springs, Calif.
 KPOB-TV Popular Bluffs, Mo.
 KPVI Pocatello/Idaho Falls, Idaho
 KQTV St. Joseph, Mo.
 KRCR-TV Redding, Calif.
 KRDO Colorado Springs
 KRGV-TV Weslaco, Tex.
 KSAT-TV San Antonio, Tex.
 KSHO-TV Las Vegas
 KSNB-TV Superior, Neb.
 KSWO-TV Lawton, Okla.
 KTBS-TV Shreveport, La.
 KTEN Ada, Okla.
 KTHI-TV Fargo/Grand Forks, N.D.
 KTRE-TV Lufkin, Tex.
 KTRK-TV Houston
 KTUL-TV Tulsa, Okla.
 KTVE-TV El Dorado, Ark.
 KTVI St. Louis
 KTVK Phoenix
 KTVO Kirksville, Mo.
 KTVX Salt Lake City
 KTXS-TV Sweetwater/Abilene, Tex.
 KVUE Austin, Tex.
 KVIA-TV El Paso
 KVII Amarillo, Tex.
 KVIQ Eureka, Calif.
 KULR-TV Billings, Mont.
 KXLF-TV Butte, Mont.
 KXLY-TV Spokane, Wash.
 KXON-TV Mitchell, S.D.
 KWTX-TV Waco, Tex.
 WABC-TV New York
 WABG-TV Greenwood, Miss.
 WAKR-TV Akron, Ohio
 WAND Decatur, Ill.
 WAOW-TV Wausau, Wis.
 WAPT Jackson, Miss.
 WBAK-TV Terre Haute, Ind.
 WBBJ-TV Jackson, Tenn.
 WBJA-TV Binghamton, N.Y.
 WBKO Bowling Green, Ky.
 WBOY-TV Clarksburg, W.Va.
 WBRC-TV Birmingham, Ala.
 WBRZ Baton Rouge
 WCBD-TV Charleston, S.C.
 WCBI-TV Columbus, Miss.
 WCCB-TV Charlotte, N.C.
 WCJB Gainesville, Fla.
 WCTI-TV New Bern/Greenville, N.C.
 WCVB-TV Boston
 WDHN Dothan, Ala.
 WDHO-TV Toledo, Ohio
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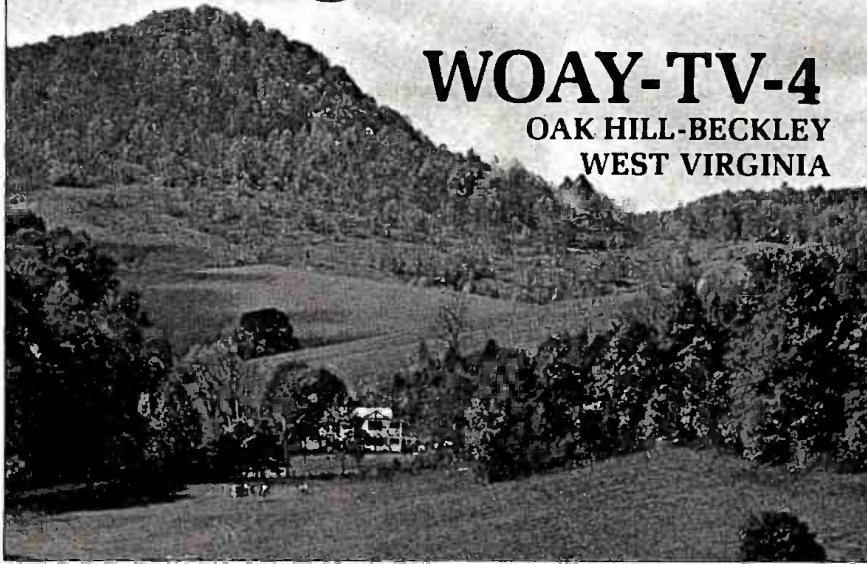
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WOAY-TV-4

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AND 10 TO
GROW ON**

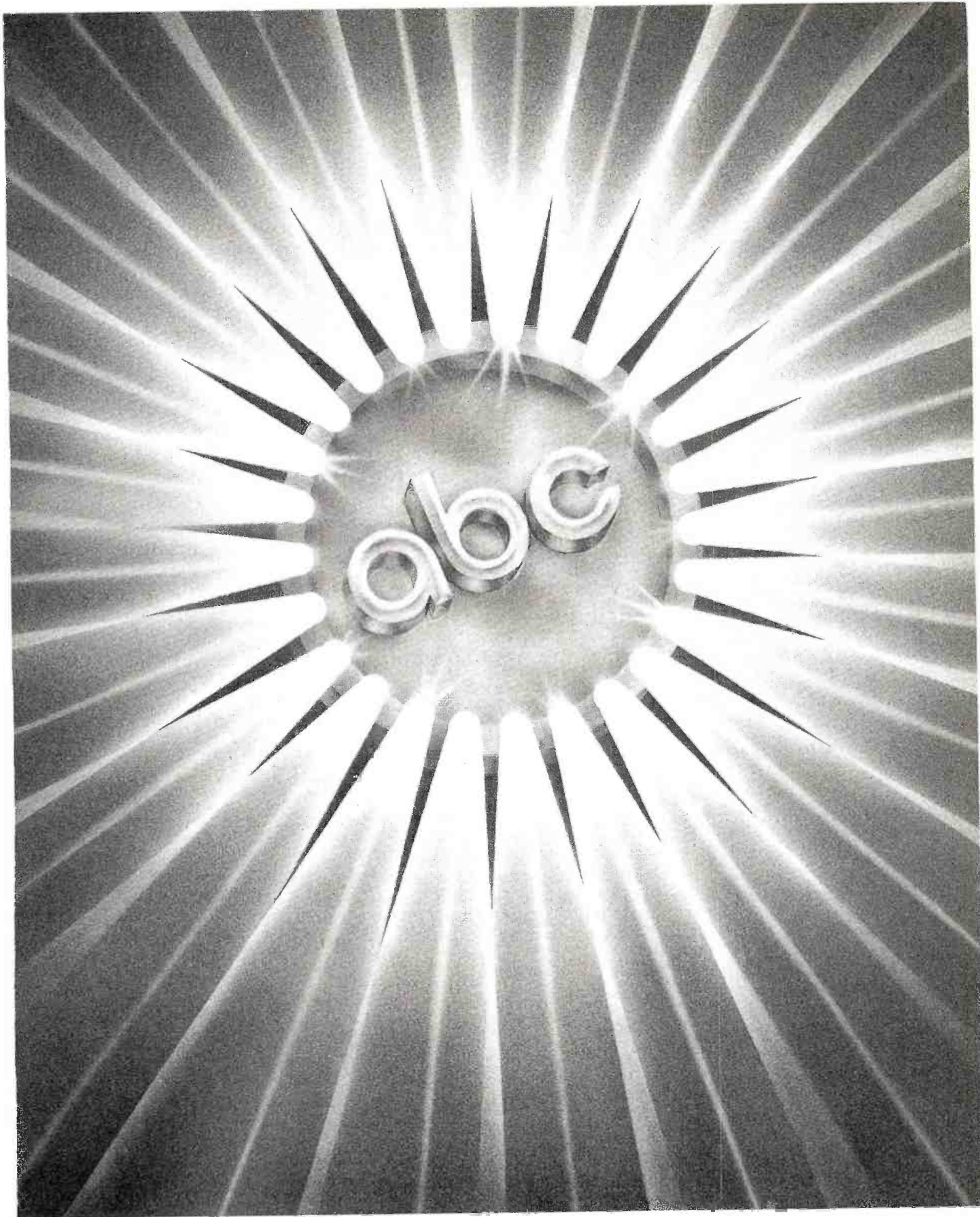
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salutes
ABC
on
its
Silver
Anniversary.

WLCY TV

10 

Tampa St. Petersburg

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WFTV Orlando, Fla.
WGHP-TV High Point, N.C.
WGTO Sault Ste. Marie, Mich.
WGTU Traverse City, Mich.
WHBQ-TV Memphis
WHSV-TV Harrisonburg, Va.
WHYN-TV Springfield, Mass.
WIRT Hibbing, Minn.
WISN-TV Milwaukee
WJBF Augusta, Ga.
WJCL Savannah, Ga.
WJET-TV Erie, Pa.
WJHG-TV Panama City, Fla.
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WOLO-TV Columbia, S.C.
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WOWK-TV Huntington, W.Va.
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WPRI-TV Providence, R.I.
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WSJV Elkhart/South Bend, Ind.
WTAE-TV Pittsburgh
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WUTR-TV Utica, N.Y.
WVEC-TV Norfolk, Va.
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WVUE New Orleans
WWAY-TV Wilmington, N.C.
WXEX-TV Richmond, Va.
WXIA-TV Atlanta
WXLT Sarasota, Fla.
WXOW La Crosse, Wis.
WXYZ-TV Detroit
WYTV Youngstown, Ohio
WYUR Huntsville, Ala.
WZZM-TV Grand Rapids, Mich.



ABC—BEST WISHES ON YOUR 25TH ANNIVERSARY!

MGM TELEVISION 



ABC radio networking: Five years down, 20 years upward

After nearly a half decade of losses that almost doomed the single national hookup, ABC Radio executives initiated drastic steps that set the pattern for today's four prospering networks

Back in 1958, ABC executives were about ready to throw in the towel on their radio network. Despite words of optimism for the record, secret meetings were held with broadcasters to discuss scrapping it in favor of a limited sort of press association. Serious consideration was given to a proposal to send a delegation to Washington to advise the FCC of the impending change.

Five years after the American Broadcasting-Paramount Theatres merger, the American Broadcasting Network, with 315 radio network affiliates, was losing nearly \$4 million a year. For those who thought it unrealistic that four radio networks—ABN, CBS, NBC and Mutual—could survive in the face of television, ABN looked as if it would be the first to go.

The axe never fell. Directors of the corporation voted to keep the network alive, at least in part on the advice of Robert

Hinckley, then AB-PT vice president, Washington, that political repercussions from the loss of network service would queer all hopes that ABC-TV would get the several VHF drop-ins it was then seeking from the FCC in markets where it had UHF affiliates against VHF competition. As it turned out, the FCC rejected the drop-ins anyway.

ABC Radio in the years that followed regrouped, reformatted and recouped. Twenty years later, not one but four ABC radio networks have survived, giving ABC the largest line-up of affiliates in the history of American radio networking. The ABC-owned AM stations are the most widely listened to of any AM group. The ABC-owned FM's can claim the same clout among their competitors.

The AB-PT merger and new corporate structure in 1953 started ABC radio off with a network serving 355 affiliates as well as AM-FM owned combinations in five major markets: WJZ-AM-FM New York, KECA-AM-FM Los Angeles, KGO-AM-FM San Francisco, WXYZ-AM-FM Detroit and WENR-AM-FM Chicago.

Early on, call letter changes were made to bring closer identification with the radio and television networks. WJZ (which had

been put on the air in 1921 by Westinghouse Electric and Manufacturing Co.) and its sister station became WABC-AM-FM. Similarly KECA-AM-FM changed to KABC-AM-FM. WENR which had been broadcasting at night on the same frequency used by WLS(AM) during the day became a full-time operation in 1954 when AB-PT and Prairie Farmer Publishing Co. joined forces and the two stations merged, retaining the WLS call.

In the early 1950's the radio network's morning line-up consisted of Don McNeill's *Breakfast Club* (around since 1933) and six serials: *When a Girl Marries*, *Whispering Streets*, *My True Story*, *Grand Central Station*, *Modern Romances* and *Ever Since Eve*. Music was offered in the afternoons with *Martin Block's Make Believe Ballroom*, and depending on the night of the week, listeners heard a combination of drama, variety, discussion, music or adventure.

Consistently each weeknight, however, were two quarter-hour strips: *Hollywood Stairway* and *Mike Malloy*. By 1955, ABC further standardized its evening program line-up with five 30-minute programs.

On the news side, taking 1956 for example, 18 five-minute broadcasts were



McNeill



Cross



Winchell



Cosell interviewing Patterson



Backus



Davis



My True Story



Harvey

Political commentators for ABC's Radio networks (clockwise from top left): Merrill Mueller, Don Gardiner, Warren Dean, Jerry Landay, Roger Sharp

offered on weekdays, with 11 newscasts on Saturdays and Sundays. The staple of commentary was provided by Edward P. Morgan, John Vandercook, Quincy Howe, Paul Harvey, George Sokolsky and Erwin Canham.

By 1957, ABC radio executives decided drastic measures were needed if the network was to steer itself toward the black. As the AB-PT annual report formally stated that year: "In an effort to overcome the decline in network radio and the shift in advertising revenue, it became necessary to consider material changes in the operation."

In April of that year, AB-PT President Leonard Goldenson announced that ABC Radio would be created as an autonomous division, under the leadership of Robert Eastman, who was moving over from John Blair & Co., where he served as the representative firm's executive vice president, to replace Don Durgin who had moved to NBC-TV as vice president for sales planning.

During his first month of tenure, Mr. Eastman, whose career in broadcasting had begun as an NBC page, disclosed that the network was heading toward the elimination of all phonograph records and eventually would rely exclusively on "live talent network personalities." Simulcasts with the television network also were to be dropped, notably the *Wednesday Night Fights*. As Mr. Eastman explained at the time, "the so-called simulcast of most

From announcer-narrator on *The Lone Ranger*, *The Green Hornet* and *Sergeant Preston* to president of ABC Radio, **Harold Luther Neal Jr.** started out in broadcasting with ABC and stayed, running stations, running groups and, since July 1972, running the entire radio operation.

Joining ABC in 1943 as a staff announcer at wxyz(AM) Detroit where those popular shows were produced for the network, Mr. Neal rose through the 1940's and 1950's to promotion manager, assistant sales manager, director of sales, general manager for wxyz and then vice president. When he left wxyz, it was at the top among ABC-owned radio stations.

His next assignment was to do the same for WABC(AM) New York which he joined in 1960 as vice president and general manager, setting the wheels in motion for the station's success today.

Next stop, in 1963, was over-all authority for all the owned radio stations. He was nine years in that post, years that saw the AM's move into the forefront and a major plunge into FM. The



AM group laid claim to the biggest group audience; the FM's were separated into their own unit, with an autonomous staff.

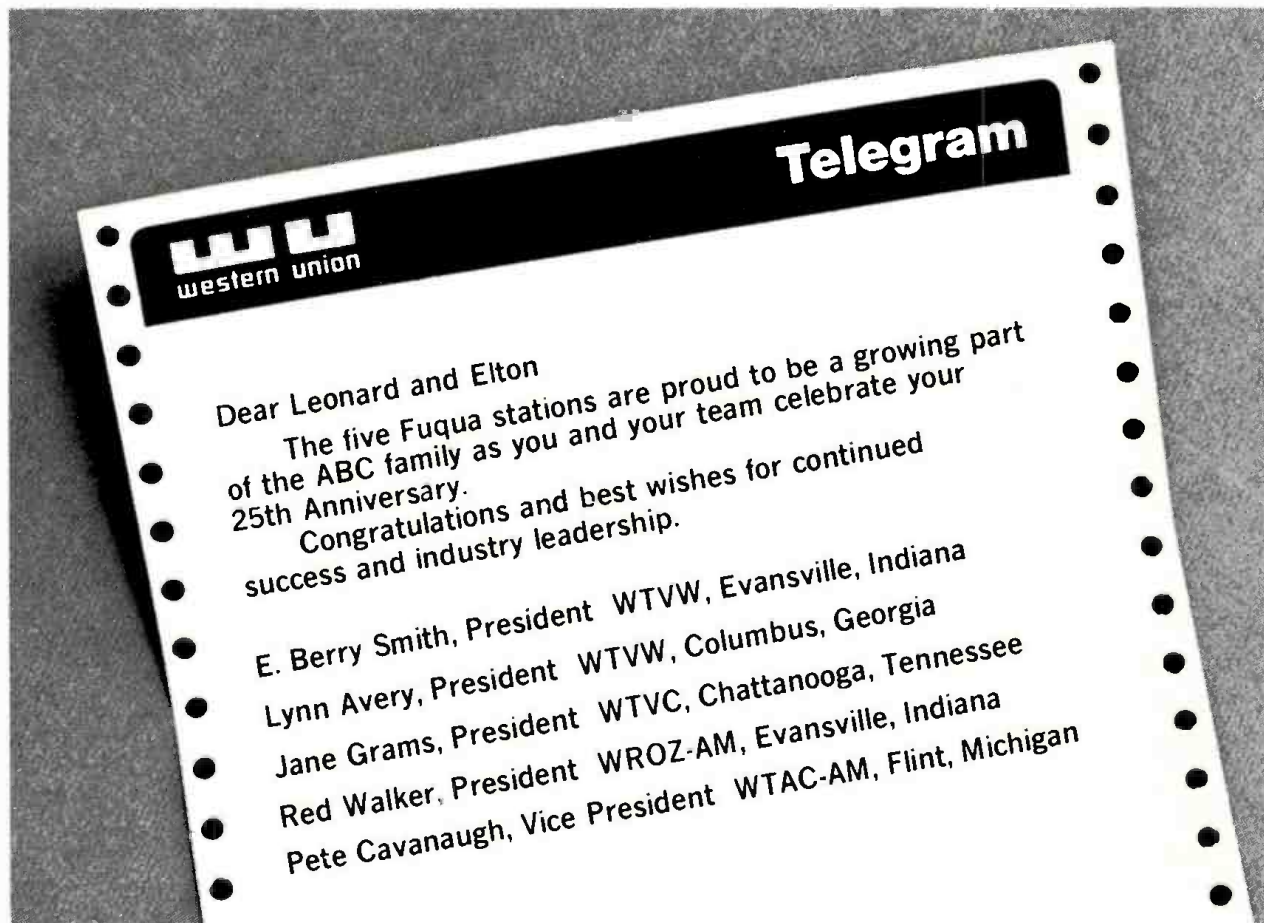
The organization Mr. Neal now heads at the age of 53 is the sum of many of the parts he built.

events detracts from radio's creativity because, in effect, the public is given its choice to either look or listen."

The move toward live programming was an effort to build on the success of the *Breakfast Club*, and although the switch involved cutting network hours from 12 to eight a day, total overhead to go completely live was to increase more than 50%.

The game plan ABC Radio prepared

continued the quest for housewives in the morning and afternoon and all-family at night. *Breakfast Club* was to kick off the schedule at 9 a.m., followed by the *Herb Oscar Anderson Show* at 10-11 a.m. Network programming was to resume at 1 p.m. with *The Jimmy Reeves Show* originating from Nashville and including the Owen Bradley orchestra and Anita Kerr singers. The *Jim Backus Show* had the 2-3 p.m.



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slot. Evening fare included the *Merv Griffin Show* with the Jerry Bressler orchestra and Ronda Hall at 8-9 p.m.

The approach ABC Radio (which was changed to the American Broadcasting Network) took was based on "showmanship-salesmanship" and "sameness" as Mr. Eastman later was to explain. "We're going to seek out a certain sameness in the quality of our music so it is always recognizable by the listener ... Variety is an old-fashioned concept in radio. Listeners want sameness," he said, adding that romantic popular music was to be the key and "except for an occasional novelty touch," the network would "meticulously avoid ... showing off the band, hot licks, drum rolls, jazz, rock and roll ..."

By the end of 1957, ABC, it was estimated, had already sunk \$60 million into programming during the first four years since the merger. And it was only a matter of months before the all-live policy was abandoned in early 1958. Plans were to cut back from five and a third hours live to two. Stephen B. Labunski, who had been brought in for the all-live concept, resigned, feeling there was little left for him to do.

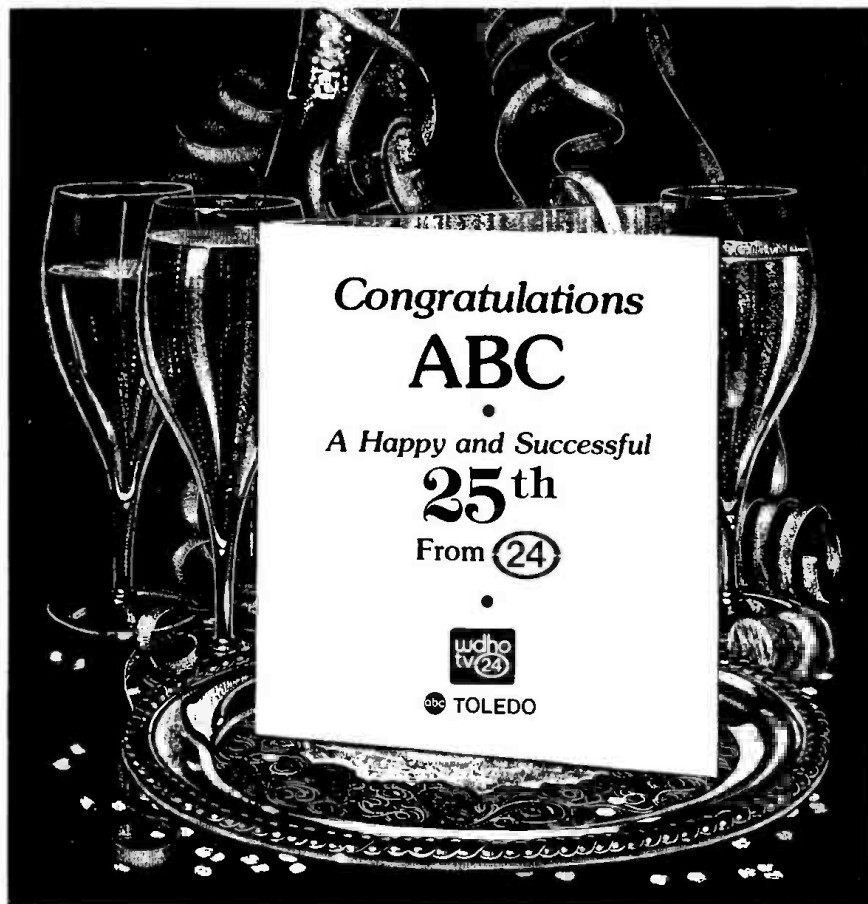
Dollars had been the live concept's downfall. It was estimated that talent costs alone, with five orchestras averaging 25 musicians apiece, were running \$20,000 to \$25,000 per week and musical arrangements about \$6,000. The affiliate board of the network, however, wouldn't go along with so heavy a cutback and four live hours were rescheduled. *Herb Oscar Anderson* which had been the first show to go on under the new policy, went back to recorded music, presenting disk jockeys and personalities from American Broadcast Network affiliates.

But as the network was losing almost \$4 million a year, it was not so much whether the live concept would survive as whether the network itself would. Backroom discussions centered on a type of press association, should a last-ditch effort become necessary. News would be the backbone of a service to subscribing stations in the top-100 markets, at an over-all cost of \$4.1 million per year. (Later plans were even more skeletal, bringing the price down to about \$1.5 million.)

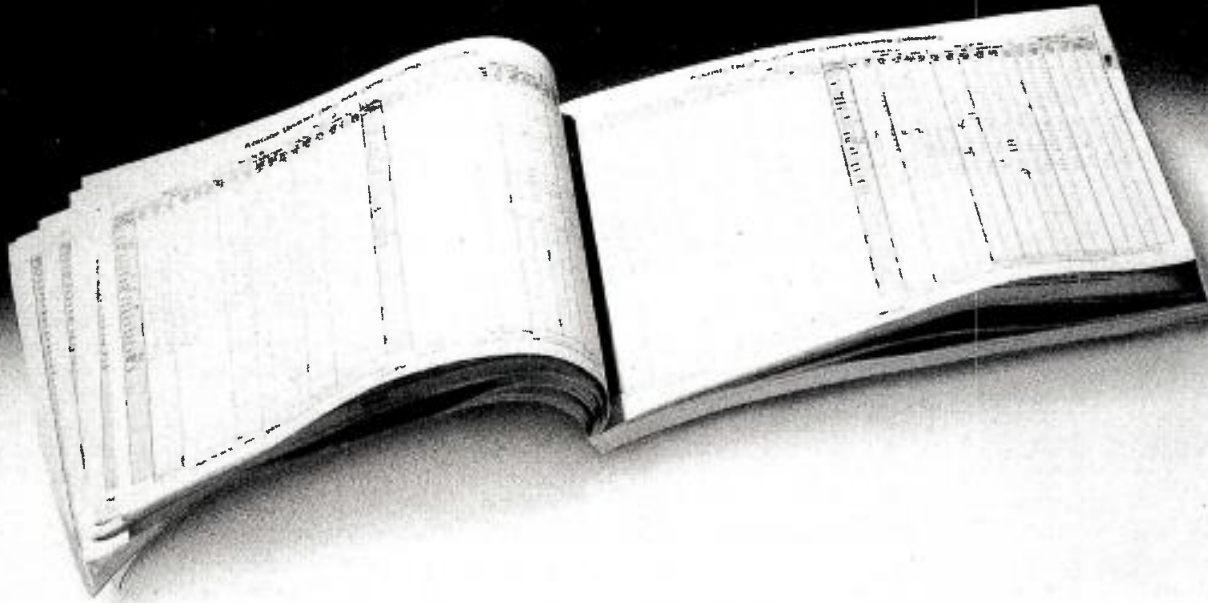
Options open to the ABC executives would be to fund the news service through a straight subscription fee from stations or to offset the costs with national or cooperative advertising. Under the \$4.1-million plan, three minutes of news would be provided on the hour and half-hour.

The network concept survived, however, with the *Breakfast Club* remaining amidst expanded newscasts, religious broadcasts and public service programming. The network once again was called ABC Radio (ABN never caught on with the public), and was put under the direction of Edward DeGray who had been vice president of station relations. The remaining four years of Mr. Eastman's five-year contract were settled as he resigned. The ABC Radio schedule dropped to 27 hours per week.

With news having replaced music in pro-



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graming emphasis, most new programing took the information, rather than pure entertainment direction. In 1968—when Robert Pauley took over as president and the year ABC Radio signed up KALL(AM) Salt Lake City and the 41-station Inter-mountain Network (boosting its affiliates back to 330)—a daily medical report was added to 15 regular newscasts as well as a 25-minute discussion in Washington among opposing congressmen, and an interview program with wives of Wash-ington officials. Dick Van Dyke, at the time identified as the star of the Broadway Hit "Bye Bye Birdie," came on as host of *Flair*, a 55-minute afternoon program for the young audience featuring celebrities and

experts in various fields.

In the next few years, other shows were developed, among them *Good News* with Alex Dreier, *World News Wrap-up*, *On the Line with Bob Considine*, *Flair Reports*, *Story of the Week*, *The World of Space and Science* and *The American Farm Daily*.

The picture for the network was improv-ing. Through 1966, Mr. Pauley was able to claim six straight years in which network sales increased. When he resigned in 1967 he went even further claiming that during his tenure, the network's gross income had almost tripled, average commercial clearances had risen from 61% to 93%, and the share of network radio advertising had doubled, increasing from 17% of industry

When **Charles Allen DeBare** took over as president of the ABC-owned AM stations in July 1972, he recalls people saying that he had gone "to reign over the decline of the empire." To the doom-sayers, looming FM competition inevitably would cut into the ABC AM group's dominance.

More than five years later, Mr. DeBare at the age of 53 is still heading the most-listened-to group of radio stations—with a combined cumulative audience of 11,250,000 listeners (according to Arbitron's October-November 1977 survey). Instead of overseeing a decline, Mr. DeBare has been able to report 1977 as a record year and to anticipate another in 1978.

A graduate of Cornell University Law School, Mr. DeBare joined ABC with four years' experience in the NBC legal department and earlier work as a trial attorney for the Legal Aid Society. From 1959 until 1967, he served as general attorney for ABC-TV, before moving on to the position of director of legal and business affairs for the radio network as well as the owned radio and television stations. His title was changed to vice president in December 1968.

By "working very intimately with all the stations," Mr. DeBare said, he was able to take "advantage of the opportunity to be more than a lawyer." □

Edward Francis McLaughlin never thought he'd be running a network. Before taking over the presidency of the ABC Radio Network in July 1972, he said his career goals had been "strictly from the station side." And he added that probably was the perspective ABC wanted when it hired him.

A native San Franciscan and graduate of San Francisco State University (he was named "alumnus of the year" in 1972), Mr. McLaughlin remained on the West Coast before his present position took him to New York.

After two years as an account executive with KEWB(AM) San Francisco beginning in 1958, Mr.

McLaughlin moved on as the local office manager there of Peters, Griffin & Woodward. By 1962, he was general sales manager of Storer Broadcasting's KGBS(AM) Los Angeles and again, two years later, another job switch came, taking him to ABC.

Mr. McLaughlin broke into the ABC ranks in 1964 as general sales manager of KGO(AM) and KGO-FM (now KSFX) San Francisco, becoming general manager in 1967, and a vice president in 1968. From there he took over the network president's seat, taking the foundation that already had been set and building a stronger, larger affiliate lineup. He's now 51.

□

Only 24 when he sold ABC Radio on the idea of running album cuts on its FM stations, **Allen Bennett Shaw Jr.** was hired in 1968 as director of FM special projects. And as the ABC-owned FM's have developed and risen to the top as a group, so has Mr. Shaw's career. He was named president of the ABC Owned FM Stations in August 1976.

A graduate of Northwestern University, Mr. Shaw had begun his career earlier, while still in junior and senior high school, spinning records for WHAN(AM) Haines City, Fla. A stint as a disk jockey at WPTR(AM) Albany, N.Y., followed college and, when tapped by ABC, Mr. Shaw was assistant program director at WCFL(AM) Chicago.

Mr. Shaw's first two years with ABC were spent experimenting with formats for the FM stations, and in 1970 the ABC executives threw their total support behind him, splitting off the stations as an independent unit and naming Mr. Shaw as vice president.

The 34-year-old group president still is experimenting—particularly with formats that can hold FM listeners as they pass into older demographic groups. But now there's a proved track record behind him. It was enthusiastic belief in the potential of FM led him to ABC at a young age. He's made believers out of others.



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sales to 34%.

Turning a profit for the radio network was a different story and it was on the heels of Mr. Pauley's resignation and replacement by Walter A. Schwartz, WABC-AM-FM vice president and general manager, that the concept was unveiled which would do just that.

Four radio networks were to be created, serving four distinct types of stations and providing advertisers with specific target audiences: the American Contemporary Radio Network, for rockers and the like, offering concise news, sports and features appealing to young people; the American Information Radio Network, for talk and middle-of-the-road stations, with a deeper treatment of news, detailed sports coverage and news analysis; the American Personality (later changed to Entertainment) Network, for MOR's combining news, popular music and features such as the *Breakfast Club*, (which was to continue until January 1969, a 35-year run) with strong emphasis on personalities and commentators, and the American FM Radio Network, a news and public-affairs service.

In an apparent move to squelch any thoughts that the changes were coming out of desperation, Ralph Beaudin, ABC corporate group vice president for radio and the man credited with thinking up the four-network plan, claimed that the switch was coming when ABC network sales were peaking, not declining. At the time of the announcement in August 1967, Mr. Beaudin said "the current quarter is already [the network's] best quarter in 10 years."

On an industrywide basis, Mr. Beaudin predicted that the four-way concept would raise radio networks' net sales of \$35 million-\$40 million in 1966 to an eventual \$100 million, with ABC going after at least half that.

Much to the chagrin of the Station Representatives Association (which claimed the plan would compound the advantage it said the networks already enjoyed in attracting national and regional advertisers), the FCC gave ABC the go-ahead and waived its chain-broadcasting rule. The commission said "the proposal merits encouragement as a new and imaginative approach" but nevertheless authorized the waiver for only one year, requiring ABC to submit a "comprehensive report every six months."

FCC approval came Friday, Dec. 29, 1967, and the following Monday, Jan. 1, 1968, the four networks were on the air with about 600 affiliates. Each network was presenting less material than its predecessor had, but combined, the output of the four was up more than 300%. Early plans for the four networks mandated a \$3-million investment in broadcast equipment at installations in New York, Washington, Chicago and Los Angeles, and the news staff was expanded to the point that ABC's 1968 annual report called it "the nation's largest news organization."

That same report also contained a statement from Mr. Goldenson, telling stockholders that not only had affiliations

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rafters and on and on. It is a place where nature has a great deal to share with everyone.

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exceeded projections, but that ABC was on the right financial track: "More than 1,000 stations have become affiliated with these services; advertising support is growing and the expectation that the radio network will operate on a profitable basis for the first time in many years now appears a possibility."

The possibility became a reality in 1972, the year the four networks totaled 103 standard news programs a day as well as such programs as *Rap Session* on the Contemporary network and *Consumer Line* on the Entertainment.

By 1973, ABC was able to count 1,450 affiliations and the following year it claimed its gross revenues were almost half of all the business placed on major radio networks. In 1975 it reported that the radio network had quadrupled its billings over 1968.

In its latest count, as of Jan. 20 this year, the ABC Radio networks totaled some 1,450 affiliates: Contemporary with some 350; Information some 450; Entertainment some 450; and FM, some 200.

Relying upon a staff of about 200 in ABC Radio News (including reporters who also work in television) as well as 103 stringers around the world, the four networks currently supply listeners with 142 programs a day.

A basic hour in ABC's daily feed pattern for the radio networks starts off on the hour with five minutes of Information radio news; four minutes of FM news begin at quarter past the hour; five minutes of Entertainment news on the half-hour and five-and-a-half minutes of Contemporary news wrap up the hour. The four network newscasts are offered 24 hours a day, with one-minute Entertainment and Contemporary news-in-briefs fed hourly from 6 a.m. to 1 a.m. Black periods at other times during the hour are used for sports, features, commentaries and "News Calls," actualities and reports for local stations to insert into their own broadcasts.

Then there are three Paul Harvey broadcasts daily on the Entertainment network, the (Harry) *Reasoner Report* and Howard

K. Smith's commentary on the Information among other features.

Although programs have been added and scheduling modifications made since the services were launched in 1968, the targeting concept remains essentially the same.

Take the recent story regarding the Soviet nuclear-powered satellite that malfunctioned and scattered radioactive debris in Canada. As Tom O'Brien, ABC Radio News president, and Joe Keating, assistant director and executive producer of special events, explained, the lead of the story on each network might be essentially the same, but as the stories developed, the focus would change.

The Contemporary might take on a "Star Wars" approach and also a look into radiation's effect on the ecology; the Information network would gear itself more to the background of the U.S. space program and discuss the incident's effect on national defense and the arms race; Entertainment listeners would hear about relations between the U.S. and the USSR as well as about who would pay for the damage caused in Canada, and the FM network would also delve into ecology, but in a more serious vein than the Contemporary, focusing, for example, on whether the radiation could cause sterility.

Commentators such as Paul Harvey have remained with the networks specialization. His broadcasts, which attract more than five million listeners, assumed a place on the Entertainment network but also were "grandfathered" so that stations that already had been carrying him when the split became effective, could continue to do so. The longest-running radio documentary series, *Voices in the Headlines*, an "up-to-date *March of Time*," has been offered since 1961 and is now part of the Information network.

The move toward target audiences, however, has spawned new programming, most recently, for example, the FM network's youth-oriented *Listen Closely*, a 25-minute weekly show that was first fed on Dec. 31. In a memo to the executive staff of ABC News, the stories in the first pro-

gram were described as follows: "The Lee Marvin court decision giving half his total income to his ex-roommate; not ex-wife; 'the women's movement and a look back at the Houston women's conference; 'kids in business'; 'matters relating to close encounters' and 'if you think it's noisy around JFK, pity the poor residents around O'Hare.'"

It has been 10 years now since Harold Neal Jr. heard critics of the multiple-network plan ask: "You can't make money with one. How are you going to make it with four?" At the time he was vice president and general manager of WABC-AM-FM; he took over as president of ABC Radio in 1972 when Walter Schwartz moved over to the presidency of ABC-TV.

While the landline time already was available for feeding as many networks as could be scheduled into a clock hour, the four networks required millions of dollars to launch. And, as Mr. Neal and other ABC veterans recalled, they never would have been invested if it hadn't been for the clout that the AM-owned stations had earned by that time. By the mid-1960's, he said, those stations were making enough to carry the losses incurred by the network as well as the FM-owned stations. The "cornerstone" of the network's success, Mr. Neal said, was the success of the owned AM stations.

It was in 1960 that Mr. Neal, then general manager of WXYZ-AM-FM Detroit, was sent in to run WABC-AM-FM; Ralph Beaudin, who had held the same position at KQV-AM-FM Pittsburgh (bought in 1957, sold in 1974), was transferred to WLS-AM-FM Chicago. The moves, Mr. Neal said, were the beginning of a new emphasis on the AM operations. Mr. Neal became president of the AM-owned group in 1962, and it was under his tenure there that the stations rose to their present most-listened-to status.

In the forefront of the ABC-owned stations' 11,250,900 weekly cumulative audience is WABC, which, according to Arbitron's October/November 1977 survey, pulled in 4,499,500 of those listeners.

WABC's turnaround in the mid-1960's set a pattern for the ABC group, and continues to do the same for top-40 stations in general. Brought in as director of production, Rick Sklar was within six months the program manager of WABC, and is now ABC Radio vice president, programming. It was under Mr. Sklar's program direction that the top-40 format was developed there. That meant dropping the *Breakfast Club*, a heavy block of talk in the evenings as well as other elements. Instead, he instituted extremely tight playlists, person-disk jockeys and heavy promotion.

When Mr. Sklar noted that the "radio network learned from [ABC's] own stations," Mr. Neal agreed. When the four-network plans were being drawn up, Mr. Neal recalled, the question was not only how affiliates could be picked up but "how can we serve" the owned-and-operated stations. Back in 1967, it was determined that WABC, WLS and KQV would go with the American Contemporary; KABC, KGO(AM)

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Of ABC's present full complement of seven AM's, in terms of weekly come, WABC is top-rated in the nation's largest market; wls is the top-rated all-music station, second over-all to WGN(AM) Chicago; news and talk stations KABC and KGO are number one respectively in Los Angeles and San Francisco; WMAL(AM) Washington, whose format includes adult-appeal music, personalities and conversation, also tops the market. Ranking lower in its market is adult-contemporary wxyz. The remaining AM, KXYZ Houston, is on the selling block ("Closed Circuit," Feb. 6), with ABC planning to replace it with a higher-powered facility.

To Mr. Sklar and other broadcast executives, a major challenge ahead is to hold on to AM's audience as FM continues to divide the radio audience. In his estimation, "the biggest miracle of all has been that the [ABC] AM stations have been holding the line."

But as Mr. Neal puts it, "If we don't compete with our AM's, somebody else will." It was that logic that led ABC to be the first of the radio networks to organize its FM stations into a broadcast division totally apart from AM. Call letters were changed to get rid of FM tags on AM calls. WABC-FM became WPLJ; WLS-FM, WDAI; WXYZ-FM, WRIF; KABC-FM, KLOS; KQW-FM, WDVE; KGO-FM, KSFY, and KXYZ-FM, KAUM. The present ABC-owned FM line-up includes the former WMAL(FM) (now WRQX) Washington instead of WDAI.

Although the structure was changed in 1970, the drive on FM had begun two years earlier with the hiring of Allen Shaw as director of FM special projects; he now is president of the ABC-owned FM stations. Program director for the rocker WCFL(AM) Chicago before he went to ABC, Mr. Shaw sold the network the idea of using album cuts that generally were off-limits on AM stations because they ran beyond two-and-a-half minutes.

Automation was the first route taken then for the FM's, with 50 one-hour reels of tape produced each week in New York to program the seven FM's. This automated "Love" format was dropped, as Mr.

Shaw explained, because competing FM's were drawing the audience by doing the same thing live. Free-form progressive followed and that too was abandoned for the more-structured playlist currently programmed. Ratings then began to rise and now the ABC-owned FM's, while having less than half the total listeners of their sister stations, can claim most-listened-to rank among group-owned FM's—with a weekly come of 4,848,200 (Arbitron, October-November 1977).

KAUM and WDAI, Mr. Sklar said, are in the process of developing formats aimed at holding listeners whose tastes are changing as they grow older. "We have to come to grips ... to modify ... to continue to keep these people," he said.

As the individual radio stations try to adjust to the growing FM market, so too at the network level. Just as ABC was able to increase its affiliate list by offering a choice of service for AM's, it's thought that more than one alternate may be appropriate for FM's, and study is under way.

And 20 years after an all-live schedule, heavy on music, almost preceded the downfall of the network, ABC Radio executives are looking forward to live concerts again. This time around, however, it will be through satellite networking as ABC breaks out of the sound quality, time and program limitations of the landlines. "I can see serving some markets within two or three years, the country in five to seven," Mr. Neal said.



American Contemporary Radio Network

While the American Contemporary Radio Network cannot claim the largest total of affiliates among the four ABC radio networks, it takes top honors when it comes to billings, station rankings in the market and over-all audience.

Its stations are the rockers and its target demographics: teen-agers and 18-34 year-olds. At last official count (Jan. 20), some 350 stations were on board and, to reach that audience, ABC is charging about \$1,500 for a 30-second commercial announcement.

Directing the Contemporary network is Calvin Roach. "Flexibility" is the programming key for the network, he said, adding, "we try to keep the network simple." Offered specifically on the American Contemporary Radio Network are a five-minute news broadcast each hour and an hourly one-minute headline service, as well as two daily three-and-a-half minute *Howard Cosell Sports* broadcasts.

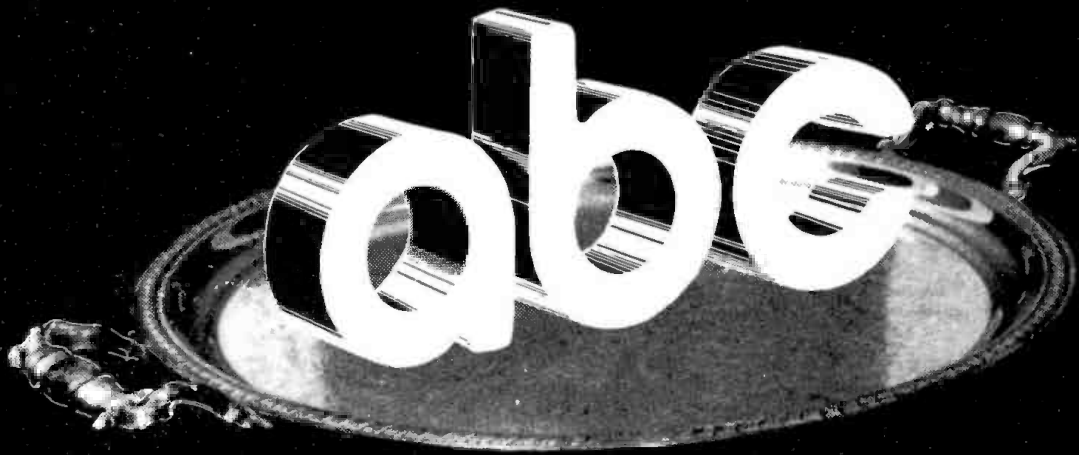
Flagship station for the network is top-rated and ABC-owned WABC(AM) New York.

KAAY(AM) Little Rock, Ark.
KACI(AM) The Dalles, Ore.
KACY(AM) Port Hueneme, Calif.
KAKC(AM) Tulsa, Okla.
KALE(AM) Richland, Wash.
KAND(AM) Corsicana, Tex.
KAOK(AM) Lake Charles, La.
KAPE(AM) San Antonio, Tex.
KBLI(AM) Blackfoot, Idaho
KBMW(AM) Breckenridge, Minn.
KBRE(AM) Cedar City, Utah
KBST(AM) Big Spring, Tex.

KBUR(AM) Burlington, Iowa
KBWD(AM) Brownwood, Tex.
KCBC(AM) Des Moines, Iowa
KCJB(AM) Minot, N.D.
KCLV(AM) Clovis, N.M.
KCRC(AM) Enid, Okla.
KCRG(AM) Cedar Rapids, Iowa
KDBS(AM) Alexandria, La.
KDCE(AM) Espanola, N.M.
KDES(AM) Palm Springs, Calif.
KDMA(AM) Montevideo, Minn.
KDMS(AM) El Dorado, Ark.
KDTA(AM) Delta, Colo.
KEDD(AM) Dodge City, Kan.
KENI(AM) Anchorage
KENO(AM) Las Vegas
KERN(AM) Bakersfield, Calif.
KEXO(AM) Grand Junction, Colo.
KFAR(AM) Fairbanks, Alaska
KFIV(AM) Modesto, Calif.
KFLG(AM) Flagstaff, Ariz.
KFLY(AM) Corvallis, Ore.
KFMV(AM) Eugene, Ore.
KFYE(AM) Fresno, Calif.
KGGF(AM) Coffeyville, Kan.
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KGMO(AM) Cape Girardeau, Mo.
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KHWN(AM) Fort Smith, Ark.
KICS(AM) Hastings, Neb.
KIDO(AM) Boise, Idaho
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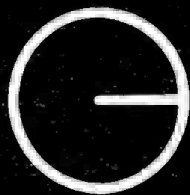


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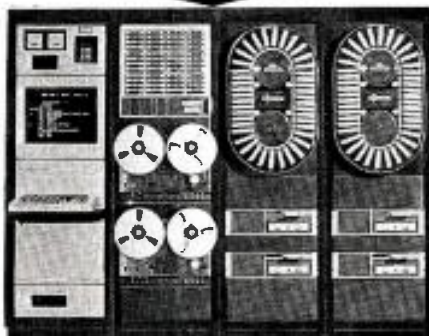
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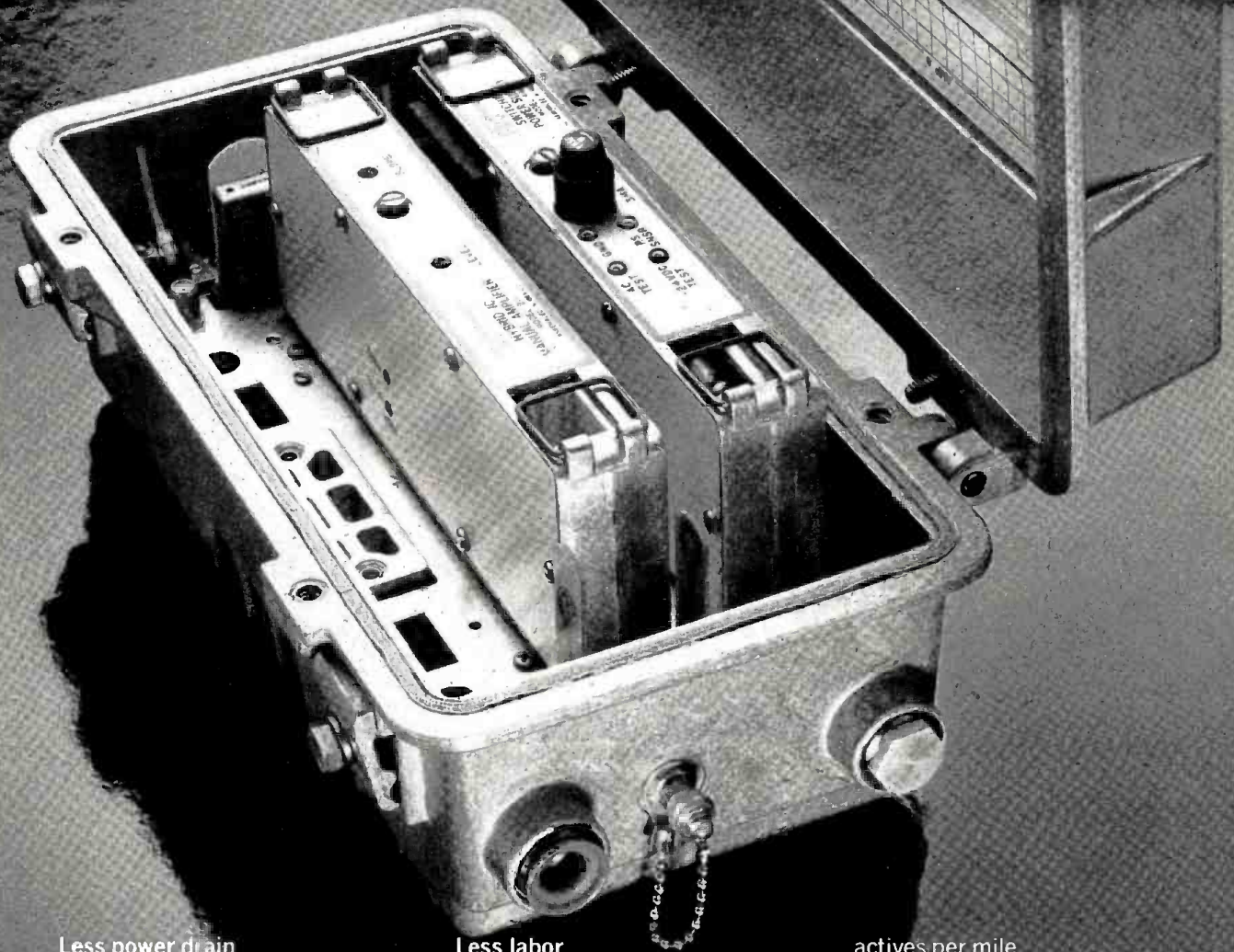
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American Information Radio Network

Heaviest on news and with the largest program inventory is the American Information Radio Network. Beyond its standard five-minute broadcast each hour, there's a 15-minute program at 8 a.m. N.Y.T., a nine-minute newscast at 6 p.m. and a 15-minute report at 10 p.m.

Directing operations for the ABC Radio network with the largest number of affiliates (some 450) is Landa Stern. Under a new rate structure that ABC has just instituted for the Information, Entertainment and FM networks, 30 seconds of commercial time on Information runs about \$900.

The basic target audience for this network is ages 18-54, with a heavier influence toward those 25 and above. Ms. Stern said that while stations served by Information cross all formats, they are generally middle of the road.

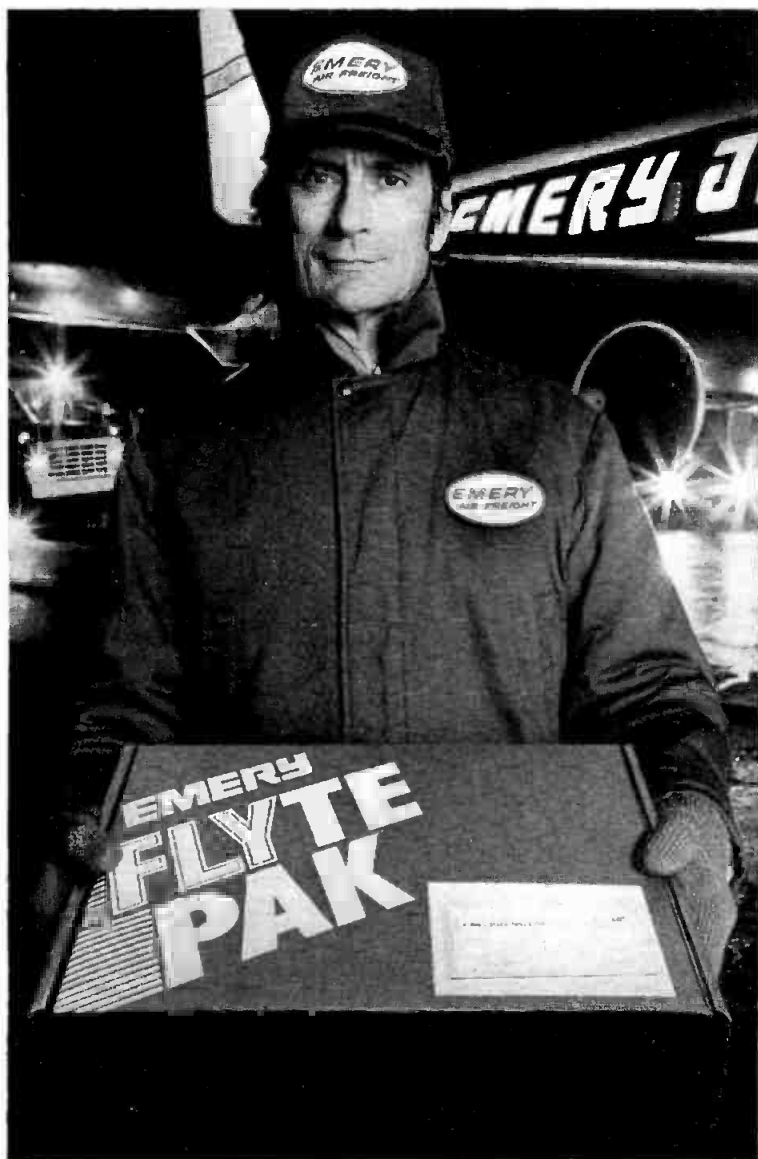
Aside from news each hour, the Information network offers the *Reasoner Report* and commentary by Howard K. Smith and others. Sal Marciano and Frank Gifford provide daily sports reports. Then there's Tom MacDonald's heavy sports broadcast schedule on weekends—not to mention other programs such as *Voices in the Headlines*, *Issues and Answers*, *Perspective* and *Speaking of Music* that are available on Information as well as other networks.

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KALL-FM Salt Lake City
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KASL(AM) Newcastle, Wyo.
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KCCR(AM) Pierre, S.D.
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KCKC(AM) San Bernadino, Calif.
KCMP(AM) Brush, Colo.
KCNO(AM) Alturas, Calif.
KCOL(AM) Fort Collins, Colo.
KCOW(AM) Alliance, Neb.
KCRT(AM) Trinidad, Colo.
KCSR(AM) Chadron, Neb.
KCTC(FM) Sacramento, Calif.
KDBH(FM) Natchitoches, La.
KDBM(AM) Dillon, Mont.
KDDR(AM) Oakes, N.D.
KDEN(AM) Denver
KDJI(AM) Holbrook, Ariz.
KD JW(AM) Amarillo, Tex.
KDKD(AM) Clinton, Mo.
KDMO(AM) Carthage, Mo.
KDXU(AM) St. George, Utah
KEDO(AM) Longview, Wash.

KEEL(AM)-KMBQ(FM) Shreveport, La.
KEFC(FM) Waco, Tex.
KELK(AM) Elko, Nev.
KENN(AM) Farmington, N.M.
KEX(AM) Portland, Ore.
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KFOR(AM) Lincoln, Neb.
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KFRO(AM) Longview, Tex.
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KGBC(AM) Galveston, Tex.
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KHEY(AM) El Paso
KHIL(AM) Wilcox, Ariz.
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KOEL(AM) Oelwein, Iowa
KOGA(AM) Ogallala, Neb.
KOKX(AM) Keokuk, Iowa
KOLY(AM) Mobridge, S.D.
KOMO(AM) Seattle
KONA(AM) Kennewick, Wash.
KONG(AM) Visalia, Calif.
KORV(AM) Oroville, Calif.
KOSO(FM) Patterson, Calif.
KOWL(AM) South Lake Tahoe, Calif.
KPGE(AM) Page, Ariz.
KPOE(FM) Humble City, N.M.
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For more information call Emery. And if you need Flyte-Paks for something that has to be somewhere tomorrow, call us today.

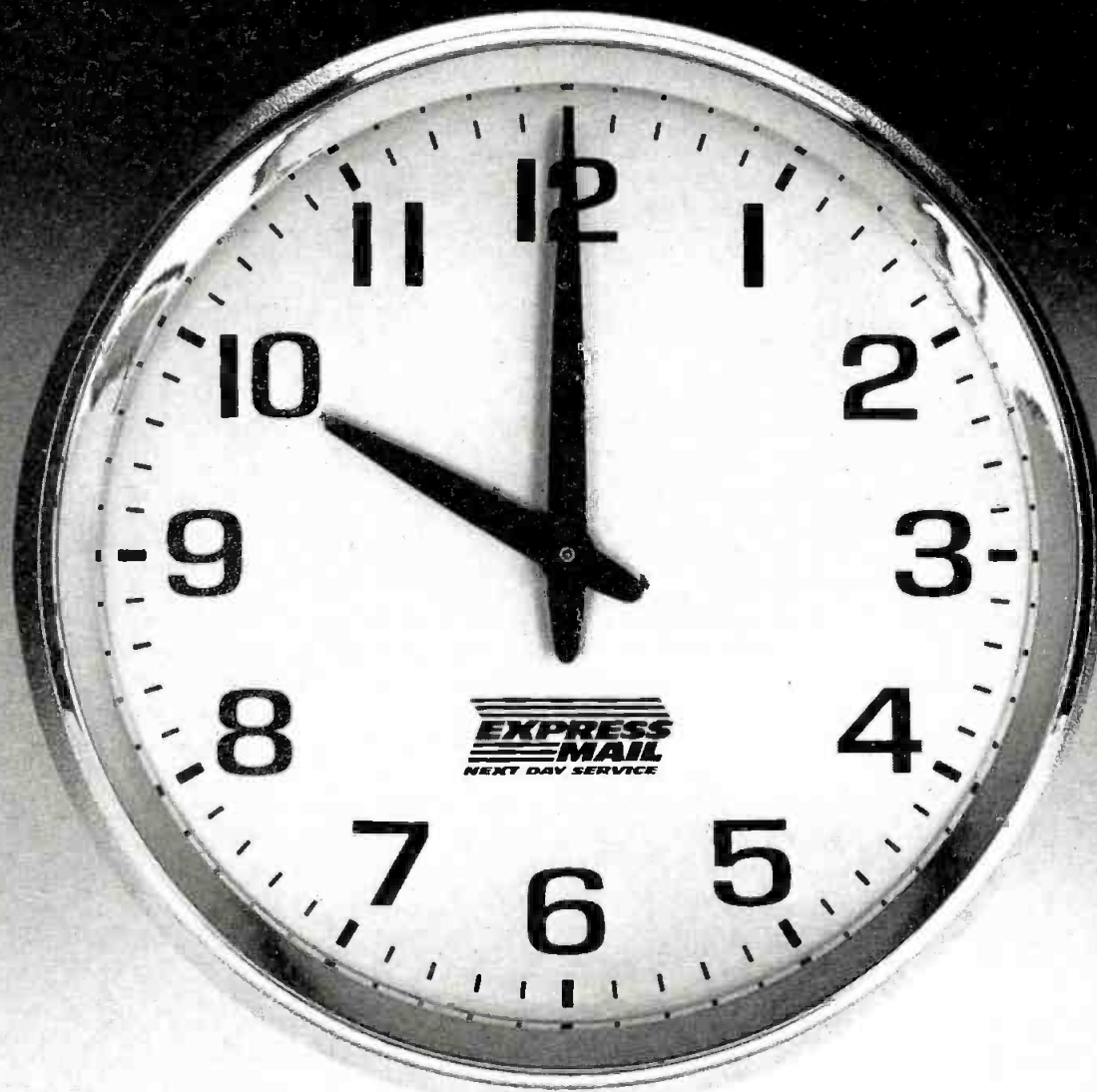
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 KYW(AM) Philadelphia
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 WERE(AM) Cleveland
 WETO(AM) Deland, Fla.
 WEZE(AM) Boston
 WFAH(AM) Alliance, Ohio
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 WFFG(AM) Marathon, Fla.
 WFGW(AM) Black Mountain, N.C.
 WFHG(AM) Bristol, Va.
 WFMB(FM) Springfield, Ill.
 WFMK(FM) East Lansing, Mich.
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 WIOU(AM)-WZWZ(FM) Kokomo, Ind.
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 WIRC(AM)-WXRC(FM) Hickory, N.C.
 WIXC(AM) Fayetteville, Tenn.
 WJBC(AM) Bloomington, Ill.
 WJCL-FM Savannah, Ga.
 WJIC(AM) Salem, N.J.
 WJIL(AM) Jackson, Ill.
 WJJC(AM) Commerce, Ga.
 WJJD(AM)-WJEZ(FM) Chicago
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 WKEI(AM) Kewanee, Ill.
 WKGW(FM) Utica, N.Y.
 WKIQ(FM) Bowling Green, Ohio
 WKLK(AM) Cloquet, Minn.
 WKMB(AM) Sterling, N.J.
 WKNX(AM) Saginaw, Mich.
 WKQT(AM) Garyville, La.
 WKSJ(AM) Prichard, Ala.
 WKVA(AM) Lewistown, Pa.
 WKBV(AM) Richmond, Ind.
 WKVE(AM) Cave City, Ky.

WKXA(AM) Brunswick, Me.
 WKYG(AM) Parkersburg, W.Va.
 WKYM(AM) Monticello, Ky.
 WLBR(AM) Lebanon, Pa.
 WLIS(AM) Old Saybrook, Conn.
 WLKW(AM) Providence, R.I.
 WLLH(AM) Lowell, Mass.
 WLLO(AM) Minneapolis
 WLSC(AM) Loris, S.C.
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 WLVA(AM) Lynchburg, Va.
 WLVI(AM) Lockport, N.Y.
 WMAL(AM) Washington
 WMAN(AM) Mansfield, Ohio
 WMEK(AM) Chase City, Va.
 WMEV(AM) Marion, Va.
 WMFC(AM) Monroeville, Ala.
 WMFG(AM) Hibbing, Minn.
 WMGA(AM) Moultrie, Ga.
 WMGW(AM) Meadville, Pa.
 WMGY(AM) Montgomery, Ala.
 WMIT(FM) Black Mountain, N.C.
 WMLB(AM) West Hartford, Conn.
 WMRQ(FM) Brookhaven, Miss.
 WNAM(AM) Neenah/Menasha, Wis.
 WNAT(AM) Natchez, Miss.
 WNBZ(AM) Saranac Lake, N.Y.
 WNCG(AM) North Charleston, S.C.
 WNDU(AM) South Bend, Ind.
 WNNJ(AM) Newton, N.J.
 WNOW(AM) York, Pa.
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 WNXT-FM Portsmouth, Ohio
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 WRLS-FM Hayward, Wis.
 WRMF(AM) Titusville, Fla.
 WRNL(AM) Richmond, Va.
 WRNY(AM) Rome, N.Y.
 WROZ(AM) Evansville, Ind.
 WRRR(AM) Rockford, Ill.
 WRTA(AM) Altoona, Pa.
 WSCM(AM) Panama City, Fla.
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What does it cost? A lot less than you think. For example, \$5.70 speeds a 1-lb. prospectus from Cleveland to the Phoenix Post Office to be picked up in time for a noon closing. \$30.10 flies 35 lbs. of sunglasses from the Boston warehouse to a San Francisco optician by 3 p.m. And there's no charge for merchandise insurance up to \$500.

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U.S. Postal Service



WTHU(AM) Thurmont, Md.
 WTIB(FM) Iuka, Miss.
 WTKO(AM) Ithaca, N.Y.
 WTKY(AM) Tompkinsville, Ky.
 WTOD(AM) Toledo, Ohio
 WTOO(AM) Bellefontaine, Ohio
 WTRB(AM) Ripley, Tenn.
 WTRX(AM) Flint, Mich.
 WTSB(AM) Lumberton, N.C.
 WTVB(AM) Coldwater, Mich.
 WTYS(AM) Mariana, Fla.
 WULF(AM) Alma, Ga.
 WUPM(FM) Ironwood, Mich.
 WUPY(AM)-WMQT(FM) Ishpeming,
 Mich.
 WVEC(AM) Hampton, Va.
 WVFV(FM) Dundee, Ill.
 WVIP-FM Mt. Kisco, N.Y.
 WVLK(AM) Lexington, Ky.
 WVOP(AM) Vidalia, Ga.
 WVTS(FM) Terre Haute, Ind.
 WWEE(AM) Memphis
 WWGO(AM) Erie, Pa.
 WWLE(AM) Cornwall, N.Y.
 WWOL(AM) Buffalo, N.Y.
 WWSW(AM) Pittsburgh
 WXBM-FM Milton, Fla.
 WXCL(AM) Peoria, Ill.
 WXIT(AM) Charleston, W.Va.
 WXLL(AM) Decatur, Ga.
 WXOR(AM) Florence, Ala.
 WXVW(AM) Jeffersonville, Ind.
 WXYF(AM) Wilson, N.C.
 WYDE(AM) Birmingham, Ala.
 WYSE(AM) Inverness, Fla.



American Entertainment Radio Network

Although its affiliates carry a variety of formats, an average station receiving the American Entertainment Radio Network could be classified as up-tempo middle-of-the-road.

The service to some 450 stations consists of five-minute newscasts hourly as well as one minute of headlines called *Entertainment News in Brief*. Other features include *Keith Jackson Sports*, economic reports by Dan Cordtz and *World of Commentary* with Howard K. Smith and a variety of others giving background on a topical event. While the emphasis on sports may not be as strong as on the Information network, Dave Martin provides six broadcasts on Saturday and four on Sunday.

Any station carrying veteran Paul Harvey prior to the four-network split is still entitled to his service, but officially he's part of the Entertainment's feed.

The over-all demographics sought by the Entertainment network are 18-49, with a more specific target at 25 and above. In charge of this network is Charles King. Cost of a half-minute commercial announcement runs about \$1,000.

KADO(AM) Texarkana, Tex.
 KAKE(AM) Wichita, Kan.
 KANE(AM) New Iberia, La.
 KAPA(AM) Raymond, Wash.
 KAPS(AM) Mount Vernon, Wash.
 KARS(AM) Belen, N.M.
 KAYO(AM) Seattle
 KBAB(AM) Indianola, Iowa
 KBCM(FM) Sioux City, Iowa
 KBLF(AM) Red Bluff, Calif.

KBLL(AM) Helena, Mont.
 KBMF-FM Spearman, Tex.
 KBON(AM) San Bernardino, Calif.
 KBOY-AM-FM Medford, Ore.
 KBRJ(AM) Boise, Idaho
 KBTC(AM)-KSCM-FM Houston, Mo.
 KBYG(AM) Big Spring, Tex.
 KCAC(FM) Walnut Ridge, Ark.
 KCEY(AM) Turlock, Calif.
 KCIA(AM) Humble City, N.M.
 KCIN(AM) Victorville, Calif.
 KCLN(AM) Clinton, Iowa
 KCMO(AM) Kansas City, Mo.
 KCRA(AM) Sacramento, Calif.
 KCRI(FM) Helena, Ariz.
 KDFN(AM)-KOE(A)FM Doniphan,
 Mo.
 KDHN(AM) Dimmitt, Tex.
 KDOL-AM-FM Mojave, Calif.
 KDOM-AM-FM Windom, Minn.
 KDSX(AM) Denison/Sherman,
 Tex.
 KDXI(AM) Mansfield, La.
 KEBC(FM) Oklahoma City
 KEBE(AM) Jacksonville, Tex.
 KEED(AM) Eugene, Ore.
 KEEE(AM) Nacogdoches, Tex.
 KEEZ(FM) Mankato, Minn.
 KEPT(FM) Shreveport, La.
 KERR(AM) Polson, Mont.
 KEWQ(AM) Paradise, Calif.
 KFI(AM) Los Angeles
 KFIR(AM) Sweet Home, Ore.
 KFMB(AM) San Diego
 KFMP(FM) Cape Girardeau, Mo.
 KFSB(AM) Joplin, Mo.
 KFUN(AM) Las Vegas, N.M.
 KGAS(AM) Carthage, Tex.
 KGAY(AM) Salem, Ore.
 KGLS(FM) Glenwood Springs, Colo
 KGMI(AM) Fairbury, Neb.
 KGNB(AM)-KNBT(FM) New
 Braunfels, Tex.
 KGOW(FM) Broken Arrow, Okla.
 KGRO(AM) Pampa, Tex.
 KHLB(AM) Burnet, Tex.
 KHLS(FM) Blytheville, Ark.
 KHSJ(AM) Hemet, Calif.
 KHVH(AM) Honolulu
 KIBC(FM) Ogallala, Neb.
 KICE(AM) Bend, Ore.
 KIKN(AM) Sinton, Tex.
 KINB(FM) Poteau, Okla.

Thanks



Hal, Bob, Dick, Tom, Jeff,
 Walter, Leo, Sam, Mike, Lou,
 Bill, Cal, Linda, Chuck, Maddy
 Joseph M. Costello III

Your Proudest FM Affiliate



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 NEW ORLEANS, LOUISIANA 70114

KINX(FM) Colorado Springs
 KIRX(AM) Kirksville, Mo.
 KISO(AM)-KLOZ(FM) El Paso
 KITE-AM-FM Terrell Hills, Tex.
 KITN(AM) Olympia, Wash.
 KIXL(AM) Austin, Tex.
 KJJJ(AM) Phoenix
 KJOY(AM) Stockton, Calif.
 KKCA-FM Fulton, Mo.
 KLBM-FM La Grande, Ore.
 KLIF(AM) Dallas
 KLQQ(FM) Sulphur, La.
 KLUV(AM) Haynesville, La.
 KLYD-AM-FM Bakersfield, Calif.
 KLYN-FM Lynden, Wash.
 KLYQ-AM-FM Hamilton, Mont.
 KLZ(AM) Denver
 KMAK(AM) Fresno, Calif.
 KMGZ(AM) Tucson, Ariz.
 KMMM-FM Muskogee, Okla.
 KNET(AM) Palestine, Tex.
 KNEW(AM) Oakland, Calif.
 KNGS(AM) Hanford, Calif.
 KNOC(AM) Natchitoches, La.
 KNOE(AM) Monroe, La.
 KNOX(AM) Grand Forks, N.D.
 KNXR(FM) Rochester, Minn.
 KOFO(AM) Ottawa, Kan.
 KOGT(AM) Orange, Tex.
 KOHI(AM) St. Helens, Ore.
 KONE(AM) Reno
 KOOV(FM) Copperas Cove, Tex.
 KOTS(AM) Deming, N.M.
 KOWH-AM-FM Omaha
 KOXE(FM) Brownwood, Tex.
 KOYL(AM) Odessa, Tex.
 KOYN(AM) Billings, Mont.
 KPGA(FM) Pismo Beach, Calif.
 KPIN(AM) Casa Grande, Ariz.
 KPWD(FM) Plentywood, Mont.
 KQWC(AM) Webster City, Iowa
 KRAM(AM) Las Vegas
 KRE(AM) Berkeley, Calif.
 KREH(AM) Oakdale, La.
 KREI(AM) Farmington, Mo.
 KRGI-FM Grand Island, Neb.
 KRGO(AM) Salt Lake City
 KRPL(AM) Moscow, Idaho
 KRRV(FM) Alexandria, La.
 KRSB(FM) Roseburg, Ore.
 KRSI(AM) St. Louis Park, Minn.
 KRUZ(FM) Santa Barbara, Calif.
 KRVN(AM) Lexington, Neb.
 KSER(FM) Searcy, Ark.
 KSIR(AM) Estes Park, Colo.
 KSJB(AM) Jamestown, N.D.
 KSOO(AM) Sioux Falls, S.D.
 KSUN(AM) Ogden, Utah
 KTHS(AM) Berryville, Ark.
 KTIL(AM) Tillamook, Ore.
 KTOM(AM) Salinas, Calif.
 KTOW(AM) Sand Springs, Okla.
 KTTR(AM) Rolla, Mo.
 KTXR(FM) Springfield, Mo.
 KUFF(AM) Albuquerque, N.M.
 KULE(AM) Ephrata, Wash.
 KUTI(AM) Yakima, Wash.
 KVEN(AM) Ventura, Calif.
 KVMT(FM) Vail, Colo.
 KVON(AM) Napa, Calif.
 KVRE-AM-FM Santa Rosa, Calif.
 KWAM-FM Memphis
 KWJJ(AM) Portland, Ore.
 KWKC(AM) Abilene, Tex.
 KWNS(AM) Pratt, Kan.
 KWNT(AM) Davenport, Iowa
 KWYR-AM-FM Winner, S.D.
 KXGO(FM) Arcata, Calif.

SOUTHERN BAPTIST RADIO AND TELEVISION COMMISSION'S

NINTH NATIONAL ABE LINCOLN AWARDS

TO DISTINGUISHED BROADCASTERS



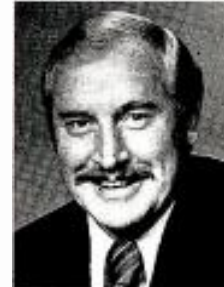
Radio



CHARLES THORNTON, JR.
 General Manager
 WTR1 Radio
 Brunswick, Maryland

For demonstrating that caring in broadcasting is not limited to a station's size.

Television



RICHARD M. SCHAFBUCH
 Vice-President, General Manager
 KOA-TV, KOA-AM, KOAQ-FM
 Denver, Colorado

For establishing his station's complete involvement with the total community it serves.



ABE LINCOLN AWARDS

The two Abe Lincoln Awards are presented to people who have made paramount achievements in the field of radio and television. Abe Lincoln Merit Awards, all equally important, are given annually for outstanding achievements in specialized areas.



DANNY K. ALBUS
 Program Director
 WMBG Radio
 Williamsburg, Virginia

For personal involvement that goes beyond the routine to make a difference to others.



BRIAN BASTIEN
 Former Producer, Religion Ed.
 KPWB Radio
 Los Angeles, California

For upgrading the quality of religious broadcasting and integrating it into regular news.



RENA J. BLUMBERG
 Community Relations Director
 WDOK Radio
 Cleveland, Ohio

For a career of personal concern that has caused the creation of community service areas.



BILL CUSACK
 Vice President, General Manager
 WBZ Radio
 Boston, Massachusetts

For inspired leadership and a responsible editorial policy that speaks to community problems.



ED HINSHAW
 Editorial Director
 WTMI, Inc.
 Milwaukee, Wisconsin

For a courageous editorial policy designed to eliminate problems before they become realities.



JOHN A. MCKAY
 Vice President, General Manager
 KMOX-TV
 St. Louis, Missouri

For using the media to influence people to vote and for notable broadcast improvement activities.



PAUL M. RAYMON
 Vice President, General Manager
 WAGA-TV
 Atlanta, Georgia

For sensitivity to human concerns that resulted in "Sound Off," a forum for low-income citizens.

The National Abe Lincoln Awards are presented annually to broadcasters whose lives exemplify the ideals of Abraham Lincoln's credo, "Firmness in the right as God gives us to see the right." By their energetic and imaginative performances, these men and women have honored their profession and enriched the quality of life in America. On behalf of the public and my fellow broadcasters, I herewith salute them for a job well done. - PAUL M. STEVENS

1979 ABE LINCOLN AWARDS ENTRY FORM REQUEST

The Radio and Television Commission of the Southern Baptist Convention is vitally interested in the community activities and projects of the conscientious broadcasters of the nation. We'd like for you to enter your achievements in the 1979 Abe Lincoln Awards competition, which is sponsored by the Commission.

To receive complete information about the 1979 Abe Lincoln Awards program and an entry form, simply complete the coupon and mail to:

ABE LINCOLN AWARDS / Fort Worth, Texas 76150

Name _____ Station _____

Mailing Address _____

City/State/Zip _____

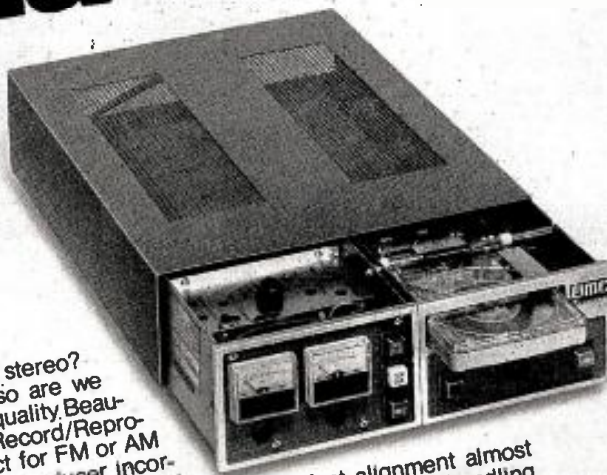
Southern Baptist Radio and Television Commission's
 ABE LINCOLN AWARDS / Fort Worth, Texas 76150 / Paul M. Stevens, President

KXLE(AM) Ellensburg, Wash.
 KXLR(AM) North Little Rock, Ark.
 KXXR-AM-FM Spokane, Wash.
 KXYZ(AM) Houston
 KYET(AM) Payette, Idaho
 KZIP(AM) Amarillo, Tex.
 KZIQ(AM) Ridgecrest, Calif.
 KZLO(FM) Pueblo, Colo.
 KZUL(AM) Parker, Ariz.
 WAAM(AM) Ann Arbor, Mich.
 WAAX(AM) Gadsden, Ala.
 WAEN(AM) Honesdale, Pa.
 WAGL(AM) Lancaster, S.C.
 WAGO(AM) Oshkosh, Wis.
 WAIK(AM) Galesburg, Ill.

WAJL(AM) Winter Park, Fla.
 WAMX(FM) Ashland, Ky.
 WANG(FM) Coldwater, Mich.
 WAOA(AM) Opelika, Ala.
 WAPL-FM Appleton, Wis.
 WAPR(AM) Avon Park, Fla.
 WASR(AM) Wolfesboro, N.H.
 WATS(AM) Sayre, Pa.
 WATW-AM-FM Ashland, Wis.
 WAVI(AM) Dayton, Ohio
 WAVR(FM) Waverly, N.Y.
 WAVV(FM) Vevay, Ind.
 WAYK(AM) Lehigh Acres, Fla.
 WBAX(AM) Wilkes-Barre, Pa.
 WBBK(AM) Blakely, Ga.

WBBW(AM) Youngstown, Ohio
 WBCH(AM) Hastings, Mich.
 WBEU-AM-FM Beaufort, S.C.
 WBGR(AM) Paris, Ky.
 WBGW(FM) Bangor, Me.
 WBIT(AM) Adel, Ga.
 WBKH(AM) Hattiesburg, Miss.
 WBNR(AM) Beacon, N.Y.
 WBSA(AM) Boaz, Ala.
 WBT(AM) Charlotte, N.C.
 WBTM(AM) Danville, Va.
 WBTX(AM) Broadway, Va.
 WBUK(AM) Portage, Mich.
 WCAR(AM) Detroit
 WCAW(AM) Charleston, W.Va.
 WCBH(AM) Columbus, Miss.
 WCBM(AM) Baltimore
 WCER-AM-FM Charlotte, Mich.
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 WCJU(AM) Columbia, Miss.
 WCLB(AM) Camilla, Ga.
 WCLN(AM) Clinton, N.C.
 WCMD(AM)-WPVM(FM)
 Cumberland, Md.
 WCNA(FM) Scottsboro, Ala.
 WCNB-FM Connorsville, Ind.
 WDCG(FM) Durham, N.C.
 WDJZ(AM) Bridgeport, Conn.
 WDME(AM) Dover/Foxcroft, Maine
 WDMJ(AM) Marquette, Mich.
 WDOA(AM) Chattanooga
 WDOS(AM) Oneonta, N.Y.
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 WDTM(AM) Selmer, Tenn.
 WDVH(AM) Gainesville, Fla.
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 WEAW(AM) Evanston, Ill.
 WEET(AM) Richmond, Va.
 WEEU(AM) Reading, Pa.
 WEKG(AM) Jackson, Ky.
 WEKY(AM) Richmond, Ky.
 WELV(AM) Ellenville, N.Y.
 WEMB(AM)-WXIS(FM) Erwin,
 Tenn.
 WENG(AM) Englewood, Fla.
 WEOL(AM) Elyria, Ohio
 WEOO(AM) Smithfield, Va.
 WESC-AM-FM Greenville, S.C.
 WEW(AM) St. Louis
 WFAI(AM) Fayetteville, N.C.
 WFAS(AM) White Plains, N.Y.
 WFEC(AM) Harrisburg, Pa.
 WFGN(AM) Gaffney, S.C.
 WFRM(AM) Reidsville, N.C.
 WFSH(AM) Valparaiso, Fla.
 WFTC(AM) Kinston, N.C.
 WFTN(AM) Franklin, N.H.
 WFTP(AM) Fort Pierce, Fla.
 WGAR(AM) Cleveland
 WGEM-FM Quincy, Ill.
 WGFA(AM) Watseka, Ill.
 WGLC-AM-FM Mendota, Ill.
 WGLI(AM) Babylon, N.Y.
 WGLX(AM) Galion, Ohio
 WGMA(AM) Hollywood, Fla.
 WGMW(FM) Riviera Beach, Fla.
 WGNC(AM) Gastonia, N.C.
 WGPA(AM) Bethlehem, Pa.
 WGR(AM) Buffalo, N.Y.
 WGSB(AM)-WIOV(FM) Ephrata,
 Pa.
 WGSB(AM) Geneva, Ill.
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American FM Radio Network

Still the smallest—but the fastest growing—is the American FM Radio Network. Over the past 12 months, audience has risen 20% and 22 new affiliates have been added in the top-75 markets have helped bring the affiliate list up to its present total of some 200.

The FM network provides four minutes of news each hour during the day and six minutes overnight. In addition there's *Listen Closely*, a radio magazine show packaged at the network level but with segments from affiliated stations. *David Heller Minutes*, seven 60-second features weekly, is given to the stations—without commercials.

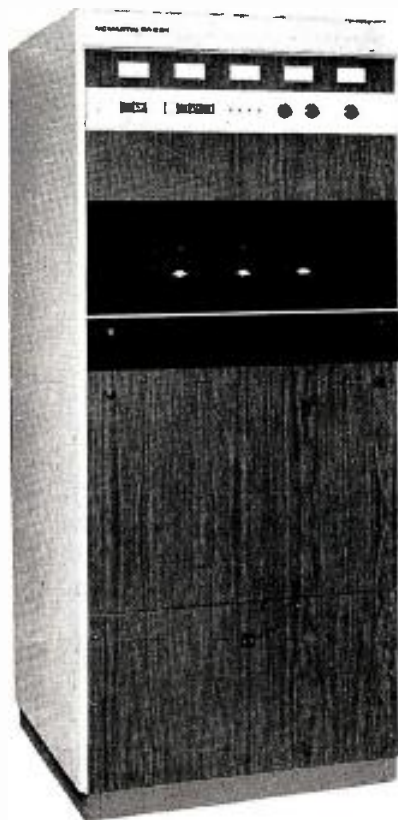
And as part of an experiment that, if successful, could be passed on to the other networks, the FM is supplying affiliates with free merchandising and sales promotion tools.

The age target for the network is 18-34 and as Walter Sabo Jr., FM network director, pointed out, there's "solidity in terms of format," with all affiliates in the top-50 markets, for example, offering album-oriented rock.

Thirty-second commercial rates on the FM network are the least expensive of the four—about \$700.

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 KAFM Dallas
 KASK Las Cruces, N.M.
 KAUM Houston
 KBBC Phoenix
 KBBK-FM Boise, Idaho
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 KBUY Amarillo, Tex.
 KCAP-FM Helena, Mont.

KCSW San Marcos, Tex.
 KDSQ Denison-Sherman, Tex.
 KENO-FM Las Vegas
 KFBC-FM Cheyenne, Wyo.
 KFIG Fresno, Calif.
 KFIV-FM Modesto, Calif.
 KFMF Chico, Calif.
 KFMN Abilene, Tex.
 KFMX Minneapolis
 KFMZ Columbia, Mo.
 KFOR-FM Lincoln, Neb.
 KGAB Camarillo, Calif.
 KGLR Reno
 KGRC Hannibal, Mo.
 KGRS Burlington, Iowa
 KHBT Humboldt, Iowa
 KHOO Waco, Tex.
 KIDA Moorhead, Minn.
 KIMN-FM Denver
 KISP Fort Smith, Ark.
 KIT-FM Yakima, Wash.
 KJAX Stockton, Calif.
 KKEG Fayetteville, Ark.
 KKLK Conway, Ark.
 KKUL Tulsa, Okla.
 KKXX Bakersfield, Calif.
 KLAU Lawton, Okla.
 KLMO-FM Longmont, Colo.
 KLOS Los Angeles
 KLSN Brownwood, Tex.
 KLYK Longview, Wash.
 KMMT Mammoth Lakes, Calif.
 KMOT-FM Minot, N.D.
 KNBQ Tacoma, Wash.
 KNID Enid, Okla.
 KOEL-FM Oelwein, Iowa
 KOLA San Bernardino, Calif.
 KONA-FM Kennewick-Pasco-Richland, Wash.
 KONG-FM Visalia, Calif.
 KORA-FM Bryan, Tex.
 KPQ-FM Wenatchee, Wash.
 KPRI San Diego
 KQDY Bismarck, N.D.
 KRCH Rochester, Minn.
 KRIL Eldorado, Ark.
 KRPL-FM Moscow, Idaho
 KRWS Hardin, Mont.
 KSEZ Sioux City, Iowa
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 KSMI-FM Donaldsonville, La.
 KSNS Lake Charles, La.



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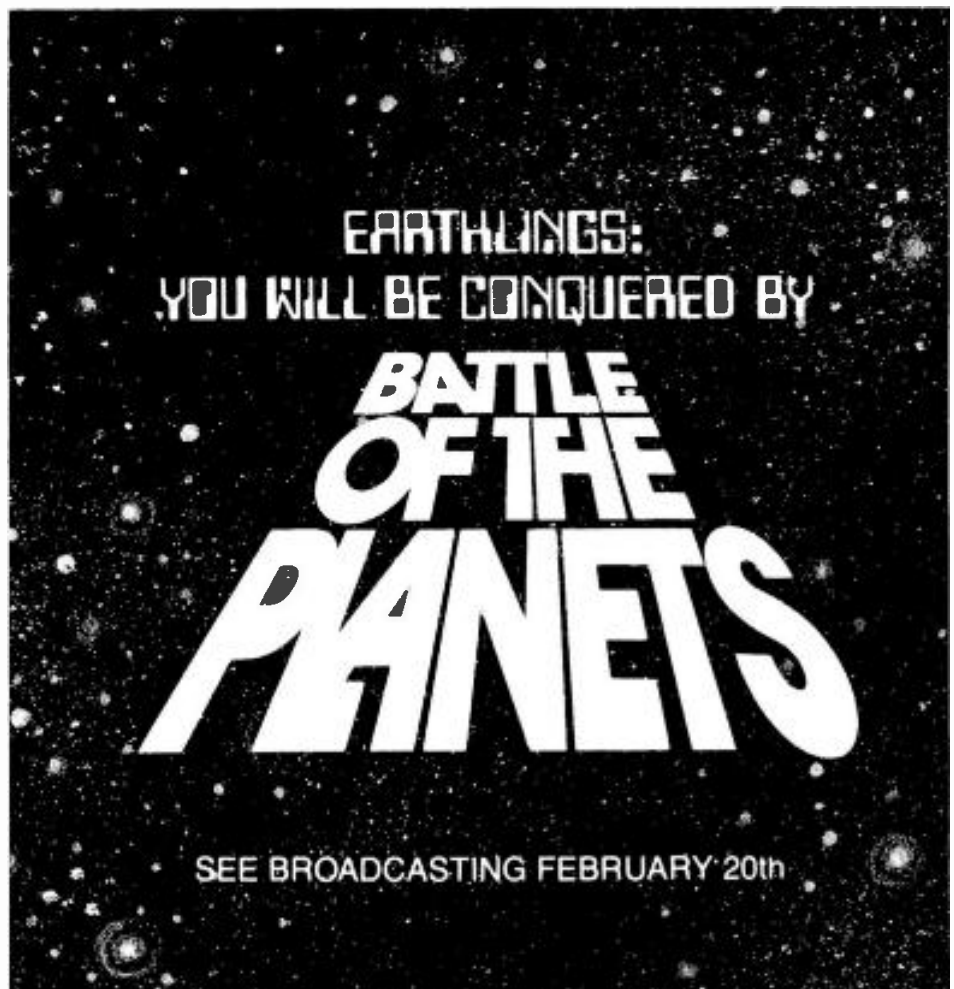
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 KWHO-FM Salt Lake City
 KWIC Beaumont, Tex.
 KWKI Kansas City, Mo.
 KWLV San Angelo, Tex.
 KXFM Santa Maria, Calif.
 KXOR Thibodaux, La.
 KYEZ Salina, Kan.
 KZUE Oklahoma City
 KZZY San Antonio, Tex.
 WAAL Binghamton, N.Y.
 WAAW Murray, Ky.
 WABD-FM Fort Campbell, Ky.
 WACL-FM Waycross, Ga.
 WAHR Huntsville, Ala.
 WALT Meridian, Miss.
 WAXY Fort Lauderdale, Fla.
 WBBY-FM Waterville, Ohio
 WBRU Providence, R.I.
 WBUF Buffalo, N.Y.
 WBYG-FM Kankakee, Ill.
 WCTX Palmyra, Pa.
 WCTY Norwich, Conn.
 WDAI Chicago
 WDIZ Orlando, Fla.
 WDNS Bowling Green, Ky.
 WDRM Decatur, Ala.
 WDRU Drew, Miss.
 WDVL-FM Vineland, N.J.
 WEZL Charleston, S.C.
 WEZV Bethlehem, Pa.
 WFBQ Indianapolis
 WFMF Baton Rouge
 WGCB-FM Red Lion, Pa.
 WGCL Cleveland
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 WGNE-FM Panama City, Fla.
 WGRT Danville, Ind.
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 WKIR Jackson, Tenn.
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 WQQW-FM Muskegon, Mich.
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 WRNO New Orleans
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WRQX Washington
 WSEK Somerset, Ky.
 WSFM Harrisburg, Pa.
 WSM-FM Nashville
 WSOY-FM Decatur, Ill.
 WSPL La Crosse, Wis.
 WSTO Owensboro, Ky.
 WSWF Lehigh Acres, Fla.
 WTAI-FM Melbourne, Fla.
 WTVY-FM Dothan, Ala.
 WTRC Urbana, Ill.
 WTWX Guntersville, Ala.
 WVAF Charleston, W.Va.
 WVBR-FM Ithaca, N.Y.
 WVEE Atlanta
 WVEM Springfield, Ill.
 WVHR Hampton, Va.
 WVNO-FM Mansfield, Ohio
 WVOR Rochester, N.Y.
 WVUD-FM Kettering, Ohio
 WWCK Flint, Mich.
 WWCW Albany, Ga.
 WWRH Columbus, Ga.
 WXXK Pittsburgh
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 WYBR Belvidere, Ill.
 WYNF Tampa, Fla.
 WYRS Stamford, Conn.
 WYTM-FM Fayetteville, Tenn.
 WZLD Cayce, S.C.
 WZND Zeeland, Mich.
 WZZK Birmingham, Ala.
 WZZW Augusta, Ga.





Gold in the main stream doesn't always reach the creek

Problems in diversification: as broadcast profits have risen, others have declined—with record company in deep trouble

Although ABC Inc.'s broadcasting division has registered spectacular and well publicized gains in the past few years, the corporation's "everything else" businesses are something else again.

Not that "everything else," including ABC Theatres, ABC Records, ABC Record and Tape Sales, ABC Publishing and ABC Leisure Attractions, has turned in an across-the-board lackluster performance. It's been the results of Records and Scenic Attractions that have tended to push down the bottom line figures of ABC Inc. in the past three years.

Full figures of ABC Inc. for 1977 are not yet available, but indications are that the pattern set in 1975 and 1976 prevailed last year. They translate into a whopping contribution by the broadcast division, a sturdy participation by Theatres and Publishing and a depressant influence by Records and Scenic Attractions.

The trend began to emerge in 1975 when ABC Inc. reported a net profit of \$17,096,000 after income taxes, down from the \$49,945,000 in 1974. In the divisional breakdown of earnings required by the Securities and Exchange Commission (reported on continuing operations before income taxes and extraordinary items), broadcasting slipped from a profit of \$86,281,000 in 1974 to \$63,655,000, a drop of more than \$22 million. But Records and Scenic Attractions were more damaging, with losses in 1975 of \$28,285,000 and \$13,416,000, respectively a total of almost \$42.7 million. In 1974 Records had shown a profit of \$4,195,000 and Scenic Attractions, a loss of \$2,089,000.

In 1975 Publishing showed a net of \$5,091,000 (as against a profit of \$3,217,000 in 1974) and Theatres, a net income of \$7,843,000, as against \$10,202,000 in 1974.

In 1976 ABC had a smashing year, amassing after-tax profits of \$71,747,000. The broadcasting division was by far the pace-setter: It turned up profits (before income taxes and extraordinary items) of \$150,419,000. Since all divisions as a whole had a net income before taxes of \$148,901,000, it means "everything else" showed a loss of about \$1.5 million.

Contributing to ABC Inc.'s profit picture in 1976 were Theatres with a net of \$5,561,000 and Publishing, \$6,260,000.

ABC could find some solace in gains made by Records and Scenic Attractions: They sliced their losses in 1976 to \$6,541,000 and \$7,497,000, respectively.

There's no doubt that ABC Inc. fashioned a blockbuster year in 1977. While the annual report is not yet available, a few weeks ago, in response to a number of queries from the news media, ABC Inc. issued a statement confirming previous estimates that its 1977 earnings would approximate \$6 per share (in 1976 the company reported \$4.05 per share on net income of \$71,747,000).

One sobering note was contained in the statement: It said the \$6 income per share was achieved despite an unaudited operating loss before taxes of about \$22 million by ABC Records. ABC added that after allocation of corporate overhead and income taxes, the losses of the record company would amount to about 60-65 cents per share. Though no mention was made of Scenic Attractions, this division is expected to show a modest loss in 1977.

Whether it was just a case of wish being father to the thought, ABC Chairman Leonard H. Goldenson expressed confidence at the time that ABC Records "would achieve significantly improved operating results in 1978." He pointedly did not say that Records would move into the black in 1978.

ABC's five nonbroadcasting units are set up as separate divisions, with the chief executive officer of each reporting to Elton H. Rule, president of ABC Inc. The officials are Seth H. Baker, president of ABC Publishing; John E. Campbell, president of ABC Leisure Attractions; Herbert J. Mendelsohn, president of ABC Record and Tape Sales Corp.; Stephen I. Diener, president of ABC Records Inc., and P. Harvey Garland, president of ABC Theatres.

In the mid-1950's, ABC Inc. (then still American Broadcasting-Paramount Theatres Inc.) took to the diversification road, spurred by the promise of growth through involvement in other entertainment and communications-related enterprises. The company, of course, was already involved in theaters at the time of the merger of ABC and United Paramount Theatres Inc. in 1953.

Its first expansionary venture was the formation of Am-Par Records in 1955 (first release was a record of songs from the *Mickey Mouse Club* TV series on ABC-TV). Four years later the corporation bought the stock of the Prairie Farmer Publishing Co. and acquired three farm

publications and an antiques-collectors book firm. It waded into scenic attractions in the same year by buying Weeki Wachee Spring, north of Tampa, Fla., and in 1967 organized ABC Record & Tape Sales Corp. to distribute the products of its own labels and those of other record companies. (Although ABC Records and ABC Record & Tape Sales Corp. operate as separate divisions with their own presidents, ABC Inc. reports their profits or losses as one entity in the annual report.)

■ Probably the fastest-growing unit in the ABC nonbroadcasting constellation is ABC Publishing, New York, headed by Mr. Baker. ABC Publishing was formed as a separate division of ABC Inc. only last October. Previously, each of the magazine groups reported directly to ABC Inc.

The publishing division consists of a group acquired only last year from CHC Corp. including *Los Angeles* magazine; *American West* and the National Insurance Law Service; ABC Leisure Magazines, including *Modern Photography*, *High Fidelity* and numerous satellite publications; ABC Farm Publications, made up of three bimonthly magazines—*Wisconsin Agriculturist*, *Prairie Farmer* and *Wallaces Farmer*—and the Wallace-Homestead Book Co., publisher of books on antiques and collectibles, and Word Inc., a communications firm active in book publishing and music recording.

The corporation backed into publishing. In 1959, in order to acquire full ownership of WLS(AM) Chicago, it bought the stock of the Prairie Farmer Publishing Co., its equal partner in the radio station.

ABC expanded its publishing operations in 1974 by acquiring Word Inc., based in Waco, Tex., bringing *High Fidelity* and *Modern Photography* and satellite publications into the fold. In 1977 the CHC acquisition was accomplished.

The leading publications are *Modern Photography*, with a circulation of 600,000; *High Fidelity*, 360,000 and *Los Angeles*, 145,000. Word Inc., the company said, has had a highly satisfactory growth pattern in the past few years with 1976 profits almost twice those of 1975. In music publishing, Word's best-selling artists have included Evie, Tom Netherton, the Hawaiians, Chuck Girard and Andrae Crouch (he was considered among the top gospel singers of the year). In the field of inspirational books, Word has published the works of Ruth Carter Stapleton, Keith Miller, Roger Staubach and Senator Mark Hatfield (R-Ore.).

ABC Publications, according to Mr. Baker, is on an expansion thrust and looking to broaden its representation this year in the specialty publications field. He voiced the hope that "several acquisitions" will be completed during the calendar year.

Mr. Baker reported that ABC Publishing had a satisfactory year in 1977, with profits surpassing those of 1976. He said the advances were achieved primarily because of increases in advertising pages in both farm publications and consumer magazines.

"We expect 1978 to be a successful and profitable year for our division," Mr. Baker said.

■ One division that has faltered over the past four or five years but now shows signs of coming back is Scenic Attractions, based in New York and headed by Mr. Campbell.

As in publishing, ABC moved into the leisure attractions field in 1954 for an oblique reason: It wanted the television rights to a one-hour *Disneyland* series originating from the amusement park. In exchange for a 35% stock investment held by the corporation (then AB-PT) for the next six years, it acquired the Disney-produced program later called *Walt Disney Presents*.

Encouraged by the success of the *Disneyland* park, AB-PT in 1959 entered the scenic attractions field on its own with its purchase of Weeki Wachee Springs, a 600-acre tourist site famous for its underwater show featuring swimming "mermaids" who are viewed by visitors from an auditorium situated below the water's surface.

In 1962 the corporation acquired Silver Springs, a 3,900-acre land and water preserve located near Ocala, Fla., spotlighting glass-bottom boat rides on the largest spring and groups of springs in the world. ABC later built the Wildlife Preserve, a facility near Washington, and acquired the Historic Towne of Smithville, an 18th century reconstructed village located near Atlantic City. The Wildlife Preserve was closed in 1975.

Operating under Leisure Attractions is ABC Entertainment, an office, theater and commercial facility that opened in 1972.

According to the nine-month report of ABC Inc., Leisure Attractions, except for Smithville, recorded improvements in revenue and profits. The division probably will show a small loss, however, for the year. But Mr. Campbell is optimistic about the prospects for 1978, pointing out that attendance at theme parks is increasing steadily and the company has virtually completed its physical enhancement program.

■ He noted that 1977 was a year for upgrading the various facilities: the Early American Auto Museum was relocated in the Silver Spring Park; two new amphitheaters were completed at Weeki Wachee Springs, and the ABC Entertainment Center in Century City, Los Angeles, underwent a face-lifting with the installation of eight-story glass elevators, an electronic billboard, a permanent stage, and new landscaping.

Mr. Campbell reported that Silver Springs achieved its best year ever in revenues in 1977 and scored its second highest profit year. He expressed enthusiasm about the progress made at the Entertainment Center, saying it reached 98% occupancy in office space.

Regarding expansion plans for 1978, Mr. Campbell stated:

"A participatory water park, 'Wild Waters,' will open at Silver Springs in April, offering complete water sports, wave pool, flume rides and action pools. The new 'Wild Waters' park continues Silver Springs' development as a premiere attraction and destination point for the whole family."

■ One of the original components of ABC is ABC Theatres, although today it scarcely resembles the colossus it was at the time of the merger in 1953. By government order it had to divest itself of many of its theaters, and its holdings shrank from 1,424 in 1950 to 651 by March 1957.

The economic climate of the 1950's and 1960's, fostered at least in part by the emergence of television as a prime family medium, dictated additional reductions in theater holdings. Today the company operates 275 theaters concentrated in the South.

ABC Theatres long has been a profit center with net income before taxes and extraordinary items reaching a peak in 1974 at \$10,202,000. Profits declined to \$7,843,000 in 1975 and to \$5,561,000 in 1976. Officials would not discuss the 1977 performance but it's believed to be slightly below the 1976 level.

The reasons for the continuing slump, according to some observers, are two-fold: the scarcity of product generally and the higher rentals charged for films.

Mr. Garland, who is based in Jacksonville, Fla., has a sanguine outlook for 1978:

"Release schedules for 1978 indicate that more pictures will be available this year. Largely on that basis, we project an increase in attendance and revenues."

In line with recent trends in the theater industry, Mr. Garland said, ABC has been converting older, larger, single-screen facilities to twin-screen facilities. In 1977, for example, the division split auditoriums to form twin theaters; split one side of a twin to form a triple and acquired a single and two twins. The sound systems in a number of theaters were improved this year by the installation of Dolby equipment, according to Mr. Garland.

■ ABC Records, the company's first venture in diversification, operated in its first decade as a relatively modest-sized firm. In 1972 it began expansion, signing numerous artists, acquiring smaller labels. It added Peacock Records (strong in black gospel music) in 1973 and the Famous Label of country music artists in 1974. By that year too ABC Records completed the broadening of its distribution network by moving into the international market.

From 1972 through 1974 ABC Records showed modest profits. But in 1975 it re-

ported the staggering loss of \$28,285,000.

It was a question, some specialists say, of growing too fast too soon.

The division in 1975 started cutting back. In its own words, "ABC Records moved away from concentrating on singles to album-oriented products; it reduced the number of artists by one-half and records released by more than one-half." Its loss, the company said, resulted from the writing off of obsolete or unusable inventory.

In 1976 it reduced its branch distribution system, and in 1977 it made more changes so that about 60% of the domestic market is now covered by independent distributors.

Although 1977 finished on a low note with a loss of about \$22 million before taxes and corporate overhead, Mr. Diener, the president, said from his Los Angeles headquarters that changes made in 1977 are expected to lead to a stronger picture in 1978 and beyond. He noted the establishment of a new management team, the change in distribution patterns, the emphasis on field promotion and the concentration on a smaller artists' roster.

He said ABC Records has a number of successful artists during 1977, including Steely Dan, Jimmy Buffett, Rufus, The Floaters, The Dramatics and The Crusaders. Among the potential "superstars" at ABC he cited were Tom Petty and The Heartbreakers, The Oak Ridge Boys and Wha Koo.

■ For corporate purposes the financial results of ABC Record and Tape Sales Corp., based in Hackensack, N.J., are integrated into those of ABC Records. In 1976 the division was held to a break-even performance on higher revenues and its 1977 results are expected to be slightly improved.

In addition to serving as a distributor of record and tape labels of ABC Records and other companies, the division operates 11 retail stores of its own, runs Mid-State Distributing Co., which markets audio electronics equipment and owns Demco, a company that makes and sells racks for ABC and other jobbers.

President Herbert Mendelsohn noted that some of the division accounts for record and tapes included F. W. Woolworth, Cook United, Ayrway, Pamida Gibson and Ben Franklin. In 1977, he said, the organization expanded its representation in the Wal-Mart chain and now services all of its 202 stores. He expressed optimism for 1978, saying the music business "seems to be strong" and many of the top artists, such as Barry Manilow, Peter Frampton and Linda Ronstadt, are having a greater appeal than in the past.

ABC officials are confident that 1978 will be a turn-around year for its non-broadcast activities, particularly for ABC Records. Even with the infusion of new management blood and a scaled-down operation to maximize the division's strengths, ABC Inc. cannot envision a profit year for Records in 1978 but anticipates a stronger contribution to make "everything else" a sturdier participant in the ABC team effort.

Ferris returns to the Hill for a day

Chairman goes over budget for fiscal '79, reiterates plans for several projects and says he will soon announce staff members for network inquiry

FCC Chairman Charles D. Ferris, who for 14 years had been a top congressional staffer, last week got through his first congressional hearing in his new job without much difficulty. The hearing, by a House Appropriations subcommittee, was on the commission's proposed budget of \$67,035,000 for fiscal year 1979, lasted only two hours, and, with the exception of some common carrier matters and the commission's plans for dealing with fee refunds, the subcommittee members did not press Mr. Ferris or his staff on many items.

But although little new ground was broken, Chairman Ferris indicated he planned to proceed with projects and ideas he has discussed since assuming the chairmanship in October. One is his plan to require public disclosure of financial data broadcasters file annually, except, he said, when a case can be made that the information is of a "proprietary nature" and dis-

closure would be harmful to the licensee. However, he also said he is "open minded" on the subject.

The matter could come up before the commission in the next few months, in connection with a petition filed in September 1976 by a law firm with cable television clients. The petition seeks a rulemaking aimed at requiring disclosure of financial information bearing on petitions seeking relief from cable competition. That matter, in turn, will be discussed in connection with the report of a consulting firm that has been studying the financial reporting form (324), with a view to redrafting it to elicit information more useful than that now received. However, a seven-year-old petition more in keeping with what the chairman has proposed will also be dredged up for the occasion—a petition filed by the Stern Community law firm, in 1971, asking the commission to make all financial reporting forms available for public inspection. The commission has never acted on it.

Reopening the children's television inquiry is also on the chairman's mind, as it was in his confirmation hearing in September (BROADCASTING, Oct. 3, 1977). He said he hopes to recommend the project to the commission, to find out what broadcasters have done since the policy statement on children's programming was issued in 1975. "If the commission agrees," he said, "we'll have an active inquiry into the whole area, including commercial presentations."

When asked by Representative Joseph D. Early (D-Mass.), who was presiding at

the hearing, about the long-stalled inquiry into allegations of undue network dominance of the television industry, Chairman Ferris set another, if qualified, deadline for himself. He said he "may be able as early as late this week" to announce his recommendations for the key members of the inquiry staff. The chairman, who had hoped to make his staff recommendations 30 days after taking office, said he had spent "a lot of time in the last three months" attempting to "get the right people." He said he expects the commission to create a staff of 10, which would cost \$300,000. The funds for the first year, however, would be reallocated from the present budget. The inquiry, he indicated, could run as long as three years.

As for the commission's decision to refund fees illegally collected between 1970 and 1976 (after determining what a legal fee schedule would have been), that is shaping up as a not insignificant cost item. The commission decided last month to take a double-track approach (BROADCASTING, Jan. 16).

The staff will develop a scheme for refunding fees in excess of \$20 and will begin making refunds in July. (Some 270,000 individual fees are involved.) But the commission will contract out the job of designing a refund system for fees of \$20 or less, which account for some 11 million individual fees totaling some \$81 million. The cost of the design of that refund project could run as high as \$200,000 according to Thomas Campbell, chief of the financial management division, and the cost of actually refunding the money, as much as \$3 million.

The \$67,035,000 President Carter is seeking for the FCC in the fiscal year beginning Oct. 1 would constitute an increase of \$2,567,000, assuming a pay supplemental of \$3,068,000 for the current year is approved by Congress.

Twenty of the 58 positions that would be added with the increased funds would go to strengthen the Common Carrier Bureau, whose area of responsibility, Chairman Ferris said, has become in recent years "one of the most complex" the commission regulates. He cited the increases in the use of domestic satellites to support that statement, and noted that while the commission licensed 90 domestic satellite earth stations in 1976, it expects to receive applications for 1,100 earth stations in fiscal year 1978. National Public Radio plans to file for 120 stations and Mutual Broadcasting System for 500.

Another unit to be beefed up will be the Office of Plans and Policy. Its staff would be increased by six positions, and its contractual policy research program boosted by \$601,000 to a total of \$1,001,000. The chairman said the additional staff and contract will enable the commission to "undertake a comprehensive review of existing commission policies, rules and regulations, with the goal of eliminating or simplifying as many licensing and authorization of service programs as possible." However, no specific programs of that sort were mentioned.

Although Chairman Ferris has told in-

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interviewers he feels the commission should create the position of chief economist, the budget does not provide for one. But the chairman said, in response to a question from Representative Early, that the new OPP positions would provide capacity for developing such a position.

The hearing would not have been complete without at least one subcommittee member asking about the broadcast of allegedly offensive material. It's rare that a House or Senate appropriation hearing involving the FCC does not touch on that question.

Last week, it was Clarence E. Miller (R-Ohio) who raised the issue. He said he had received letters from constituents complaining about "smutty programs" on television, and he asked if the commission had the authority to "oversee such programs."

"As a parent," Chairman Ferris said, "I do have a responsibility. But as chairman of the FCC, I don't know how I could enforce standards without violating the Constitution. As much as I might have strong feeling of revulsion toward [certain] programs, I have strong feelings about the First Amendment, and the feeling the government can't interfere."

The chairman also observed the issue is one of those "it's in the eye of the beholder" matters. To some, he said, PBS's popular *I, Claudius* and some of Shakespeare's plays could be called "smutty."

Changing Hands

Announced

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

■ **KLAS-TV Las Vegas:** Sold by Summa Corp. to Landmark Communications Inc. for price said to be in excess of \$8 million. Seller is owned by estate of late Howard Hughes. William R. Lummis is executor of Hughes Nevada interests. Landmark, whose largest stockholder and chairman is Frank Batten, is owner of WTAR-AM-TV-WKEZ(FM) Norfolk, Va., and publisher of *Ledger-Star* and *Virginia Pilot* there. It also publishes papers in Greensboro, N.C., and Roanoke, Va. Landmark recently announced agreement to purchase, subject to FCC approval, KNTV(TV) San Jose, Calif., for price reported to be in excess of \$12 million from Gill Industries (BROADCASTING, Jan. 9). KLAS-TV is CBS affiliate on channel 8 with 291 kw visual, 57.6 kw aural and antenna 2,000 feet above average terrain.

■ **WYUR(TV) Huntsville, Ala.:** Sold by International Television Corp. to American Family Corp. for approximately \$3,350,000. Seller is principally owned by Donald G. Martin, Gerald V. Bull and John R. Hughes, owners of WEZF-FM-TV Burlington, Vt. Buyer is publicly traded, Columbus, Ga.-based holding company of American Life Assurance Co. John Amos is president and chairman of AFC, which

has bought, subject to FCC approval, WYEA-TV Columbus for \$1.5 million (BROADCASTING, Aug. 8, 1977). AFC, which said WYUR purchase was indicative of its intent to "establish a substantial position in the communications field," was reported to have been serious bidder for Mutual Broadcasting System last summer before radio network was acquired by Amway Corp. of Ada, Mich. (BROADCASTING, Aug. 15, 1977). WYUR is ABC affiliate on channel 48 with 1,790 kw visual, 360 kw aural and antenna 1,195 feet above average terrain.

■ **WGMA(AM) Hollywood, Fla.:** Sold by WGMA Radio Inc. to Community Service Broadcasting Inc. for \$1,130,000. Seller is part of Tichenor Media System, principally owned by McHenry Tichenor of Harlingen, Tex. Other stations in group are KIFN(AM) Phoenix and KUNO(AM) Corpus Christi, KGBT-AM-TV-KELT(FM) Harlingen, KCOR(AM)-KQXT(FM) San Antonio and WACO(AM)-KHOO(FM) Waco, all Texas. Buyer, principally owned by Jerome Glassman, owns WMCL(AM) McLeansburg, Ill.; WKWK-AM-FM Wheeling, W.Va., and WDXI(AM) Jackson, Tenn. WGMA is on 1320 khz with 5 kw full time. Brokers: Chapman Associates and Richard A. Shaheen Inc.

■ **KPRE(AM) Paris, Tex.:** Sold by Lamar Broadcasting Co. to Radio Paris Inc. for \$200,000. Seller is owned by Michael Halbouty, who has no other broadcast interests. Buyer is owned by Bob David Bell, Bryan, Tex., businessman with real estate and construction interests. Mr. Bell is also former station manager of KTAM(AM) Bryan and is applicant for new FM there. KPRE is 500 w daytimer on 1250 khz.

■ **WGOK-FM Fairhope, Ala. (Mobile):** Sold by WGOK Inc. to Christ for the World Foundation for \$175,000. Seller is owned by Jules J. Paglin, who sold co-located WGOK(AM) last year for \$200,000 (BROADCASTING, Nov. 28, 1977). Buyer is religious organization in Gulf Shores, Ala., headed by the Reverend John B. Vautrin. Foundation has no other broadcast holdings. WGOK-FM is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain. Broker: Blackburn & Co.

■ Other station sales announced last week included: WATN(AM) Watertown, N.Y., and WQMG(FM) Greenboro, N.C. (see page 114).

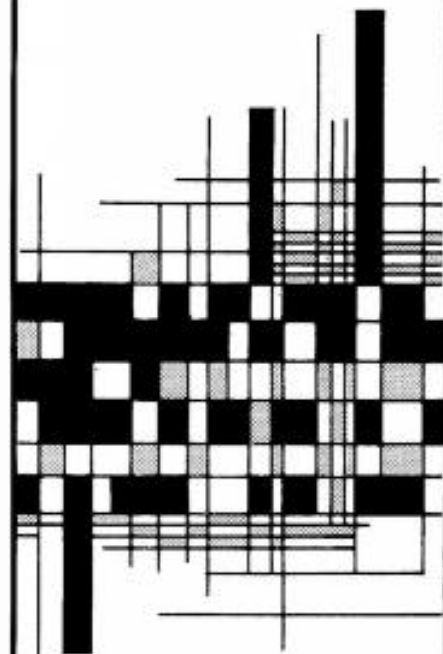
Approved

■ Station sales approved by the FCC last week included: KONA-AM-FM Kennewick and KMWX(AM)-KFFM(FM) Yakima, both Washington (see page 114).

KVTT Dallas gets license designated for hearing

The FCC last week designated for hearing the renewal application of noncommercial KVTT(FM) Dallas. Among the issues to be determined, the commission said, was

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whether the station aired commercials.

The station, operated by the Research Educational Foundation, will have to answer charges that its current officers and directors assumed control without the required FCC authorization and whether they made misrepresentations to the commission.

On the commercialism issue, Commissioner Margita White, who voted to designate the application, said that she felt there was "insufficient" evidence to accuse the station of violating its noncommercial license. Mrs. White said, "The sole basis of this issue apparently rises from one 'commercial' which was taped by a rival broadcaster and sent to the commission." Mrs. White said, too, that none of the station's program suppliers "gave any evidence" that the station had engaged in commercial broadcasting and that the FCC's tapes of its field investigation "do not contain any commercials."

CBS does it again in 1977 finances

Records are set by all groups as profits increase 11% and revenues rise by 24%

For the sixth consecutive year, CBS Inc. in 1977 set records in net sales, income and earnings per share.

In a joint announcement, Chairman William S. Paley and President John D. Backe reported last week that net income for 1977 was \$182,008,000, an 11% increase over \$163,995,000 in 1976. This is equivalent to \$6.50 per share for 1977, compared with \$5.75 per share in the previous year. Net sales last year rose to \$2,776,311,000 from \$2,230,576,000 in 1976, a 24% gain.

Fourth-quarter results also set records. Net income for the period totaled \$50,366,000 (\$1.82 per share) in 1977, compared with \$47,887,000 (\$1.68 per share) in 1976. Fourth quarter net sales rose by 26% to \$832,887,000, up from \$660,149,000 in the same period of 1976.

Mr. Paley and Mr. Backe said that all four of the company's operating groups exceeded their prior year's results for the third year in a row. They noted that the CBS/Broadcast Group had a substantial increase in sales but its advance in income was "modest" because of two factors: the significant jump in program costs which affected the CBS-TV network and the weaker national spot advertising market, which had a negative impact on the earnings of the CBS Television Stations Division. The CBS Radio Division, they said, "had substantial increases in both sales and income."

They reported that each of the other four divisions turned in record sales and income performances.

Profits of the CBS/Broadcast Group rose 1% from 1976, reaching \$217.9 million, on a 13% increase in net sales, which totaled \$1,180.3 million.



Hell hath no fury. This is mail the FCC received in the last month and a half—on just one subject. Letters, cards, postcards, completed forms and petitions—a total of some 265,000 pieces of mail—and all asking the commission not to take religious programming off the air.

The commission gets some 8,000 such pieces of mail each day, and over the last four years it has received more than 7,000,000—the largest volume of mail any agency of the government has ever received on a single subject. "We checked the Archives," said Robert S. Nelson, chief of the mailroom.

Of course, the commission never considered barring religious programming from the air. But in late 1974, Jeremy D. Lansman and Lorenzo W. Milam, who have provided technical and financial assistance to community groups interested in establishing noncommercial, open-access radio stations, petitioned the commission to impose a freeze on applications by all government and religious institutions for reserved (educational) FM and television channels and to conduct an inquiry into "the restrictions on free speech regularly practiced by those groups" (BROADCASTING, Jan. 13, 1975).

The commission on Aug. 1, 1975, unanimously rejected the petition. But that didn't stop the rising tide of letters and cards. At one time, the daily total was 21,000. The result has been delays in processing of commission mail and overtime work in the mailroom.

No one knows why the mail continues. The name of atheist Madlyn Murray O'Hair has cropped up in newspaper ads promoting the campaign. But the commission has made a determined effort to get the word out that it not considering the kind of proposal the letter writers fear. The most recent effort was made by Commissioner Robert E. Lee in his speech before the National Religious Broadcasters last month (BROADCASTING, Jan. 30).

Commission staff members have long since stopped reading the mail. Mailroom employees set the letters and cards aside as soon as they recognize the subject matter. And, thanks to a special authorization received from the Archives last August, the commission need keep the mail on hand for no more than 30 days. When a batch has been occupying space in the mailroom for a month, a General Services Administration truck picks it up and delivers it to a landfill site in suburban Maryland.

The CBS/Records Group had \$79.9 million in profits on sales of \$767.9 million; the CBS/Columbia Group \$26 million profits on \$459.9 million sales, and the CBS/Publishing Group \$26.2 million profits on \$397 million sales, while "other"—including income from Cinema Center Films and from cable TV investments in Canada—represented \$11.8 million profits on \$13.8 million, up 9.5% from 1976.

Media Briefs

PUSH turned down. U.S. Court of Appeals in Washington dismissed appeal by local chapter of People United to Save Humanity and Black Media Coalition of FCC decision denying reconsideration of renewal grants to five Memphis stations—

WREG-TV, WHBQ-AM-TV, WREC(AM) and WZXR(FM). Groups sought review on grounds of racial discrimination in employment and hiring practices.

Who pays? Funding of public broadcasting system will be prime topic at New York meeting of Carnegie Commission on Future of Public Broadcasting Feb. 21 at Waldorf-Astoria hotel. Those scheduled to appear at public session range from McGeorge Bundy and Dave Davis of Ford Foundation to Herbert Schertz of Mobil, as well as public broadcasters, panel of government agency representatives and others.

Espionage denied. Ronald L. Humphrey, \$30,000-per-year evaluations officer in plans and programs section of United States Information Agency, and David Truong, Vietnamese national, have pleaded innocent to charges they spied for Vietnam. Men were accused of giving agents of Hanoi documents concerning political, military and diplomatic relations and intelligence assessments in Thailand, Singapore, Hanoi, China and Ethiopia.

Out on a cliff with Nick Johnson

Former FCC member takes a hike in Hawaii, needs to be rescued

Nicholas Johnson, the former FCC commissioner who has stayed in the news as a result of his activities as chairman of the National Citizens Committee for Broadcasting, showed up in the news columns last week in another role: He was rescued with two companions from a treacherous mountainside on the island of Oahu in Hawaii.

Mr. Johnson, Kathleen Nolan, president of the Screen Actors Guild who is a member of the NCCB board, and Don Callo-way, a 14-year-old resident of the area who had volunteered to serve as guide, were picked up by helicopter Sunday morning (Feb. 5) after being missing in the mountains overnight.

The search, by a unit of the island's fire department, was initiated at the request of John Craven, Hawaii's marine affairs coordinator who had invited Mr. Johnson and Ms. Nolan to dinner on Saturday night. When they did not appear, he became concerned; he knew they had gone hiking in the mountains. The searchers were led to the Johnson party—on the edge of a cliff in the Waikane Valley—by smoke from a fire they had built to attract attention.

Mr. Johnson was in Hawaii to attend a conference at the University of Hawaii on the state constitutional convention to be held in June. They participated in a session on communications policy and how it affects life in Hawaii. Mr. Johnson also participated in a panel discussion with broadcasting executives on the same general subject. Mr. Johnson is due back in Washington late this week.

Equipment & Engineering

UHF working group warm on lower noise level, cool on TI approach to taboos

Coalition of broadcast interests asks FCC to get cracking on the first, go slow on the second

An assemblage of broadcast organizations concerned with UHF television—the UHF working group—has nudged the FCC on two points in connection with the Texas Instruments project of developing a high-performance receiver that would permit a relaxation of many UHF taboos.

The group, in a letter from its chairman, Richard Block, to FCC Chairman Charles D. Ferris, said the project has demonstrated that the present UHF noise figure requirement—18 db—“can and should be reduced” to 10 db, as the group recommended in a rulemaking more than two and a half years ago. Mr. Block said the improvement can be achieved “at little or no additional cost to the consumer and without requiring any of the more complex developments” contemplated by other aspects of the TI project.

Mr. Block also said that, although the TI prototype receiver is said to have the potential for reducing the number of UHF taboos, the technology should be tested in the laboratory and in the field before spectrum allocation decisions are based on it. Nor should the U.S. position at the 1979 World Administrative Radio Conference be affected by the TI project without further testing, he said. He noted there is no information showing that additional spectrum would be released for other users by requiring that all sets be equipped with TI technology—“a requirement that would take 15 or 20 years to implement and at a very substantial cost to the American public.”

The UHF working group consists of the Council for UHF Broadcasting, the Corporation for Public Broadcasting, the Public Broadcasting Service, the National Association of Broadcasters, the Association of Maximum Service Telecasters, the Joint Council on Educational Telecommunications, the Association of Independent Television Stations and the National Association of Educational Broadcasters.

Technical Briefs

BBC engineer to speak. Dr. James Redmond, director of engineering for BBC, will be keynote speaker at National Association of Broadcasters annual engineering conference, to be held concurrently with NAB convention in Las Vegas, April 9-12. Dr. Redmond, who has been BBC engineering director since 1968, is to speak at engineering luncheon Tuesday.

Field day. RCA Broadcast Systems,

Camden, N.J., reports that Field Communications, San Francisco, has brought four TCR-100 video-tape recorders costing about \$750,000. They will be used as second video cartridge system at KBHK-TV San Francisco, WKBD-TV Detroit, WKBS-TV Burlington, N.J. (Philadelphia), and WLVI-TV Cambridge, Mass. (Boston).

About time. Skotel Corp., Brossard, Quebec, has introduced new time code generator for broadcast and cable applications using SMPTE user data code for documenting video tape. TCG-80N has memory that may be programed from front panel, thumbwheel preset, reset to zero or loaded from external source. Price ranges from \$2,150 to \$3,710 depending on options.

CB's seized. FCC has announced crackdown on sale of 23-channel citizen band radio sets—illegal since Jan. 1. Commission agents and U.S. marshals confiscated 350 illegal sets at L&T Electronics store in Ironwood, Ala., after two undercover FCC agents purchased two 23-channel sets. Field Operations Bureau said it planned other actions in communities where agents have found additional illegal sales. Commission warned that continued marketing of sets constitutes criminal offense. Penalties are fine up to \$10,000, prison sentence up to one year or both.

Kentucky turns to fiber optics

Schools, police, educational entities among points to be linked by May

Times Fiber Communications Inc., Wallingford, Conn., has been awarded a turn-key contract by the Commonwealth of Kentucky for what TFC says is “the largest commercial fiber optic video system in the world to date.”

The system will be part of a statewide communications network called the Kentucky Emergency Warning System (KEWS), notification and emergency communications.

The system, which is expected to be operational by next May, also will include 13 optical modulation and receiving devices manufactured for Times Fiber by Electro-Optic Devices Corp. and using the long-life gallium arsenic laser diodes produced by General Optronics Corp.

The installation will serve two key sites within the Kentucky network, providing two-way multichannel baseband video links via optical fibers as well as voice communication using conventional audio cable. One portion serving the Richmond, Ky., site will interconnect the radio and TV center at Eastern Kentucky University and the Kentucky state police with other parts of the network; the other part, serving Lexington, Ky., will interconnect buildings at the University of Kentucky with the university's medical school and the Kentucky educational TV headquarters, linking them with the state network.

The Broadcasting Playlist Feb 13

Contemporary

Last week	This week	Title □ Artist	Label
1	1	<i>Staying Alive</i> □ Bee Gees	RSO
3	2	<i>Just the Way You Are</i> □ Billy Joel	Columbia
2	3	<i>Baby Come Back</i> □ Player	RSO
6	4	<i>Sometimes When We Touch</i> □ Dan Hill	20th Century
5	5	<i>You're in My Heart</i> □ Rod Stewart	Warner Bros.
4	6	<i>Short People</i> □ Randy Newman	Warner Bros.
9	7	<i>Love is Thicker than Water</i> □ Andy Gibb	RSO
10	8	<i>Emotion</i> □ Samantha Sang	Private Stock
7	9	<i>How Deep Is Your Love</i> □ Bee Gees	RSO
13	10	<i>Dance Dance Dance</i> □ Chic	Atlantic
8	11	<i>We Are the Champions</i> □ Queen	Elektra
12	12	<i>Here You Come Again</i> □ Dolly Parton	RCA
19	13	<i>Night Fever</i> □ Bee Gees	RSO
16	14	<i>Don't Let Me Be Misunderstood</i> □ L. Gomez	Casablanca
15	15	<i>Theme from "Close Encounters"</i> □ Meco	Millennium
21	16	<i>Peg</i> □ Steely Dan	ABC
11	17	<i>Turn to Stone</i> □ Electric Light Orchestra	UA/Jet
14	18	<i>Come Sail Away</i> □ Styx	A&M
20	19	<i>Theme from "Close Encounters"</i> □ John Williams	Arista
25	20	<i>Can't Smile Without You</i> □ Barry Manilow	Arista
18	21	<i>Wonderful World</i> □ Art Garfunkel	Columbia
24	22	<i>Lay Down Sally</i> □ Eric Clapton	RSO
35	23	<i>Dust in the Wind</i> □ Kansas	Kirshner
23	24	<i>I Go Crazy</i> □ Paul Davis	Bang
30	25	<i>The Way You Do the Things You Do</i> □ R. Coolidge	A&M
29	26	<i>Poor Poor Pitiful Me</i> □ Linda Ronstadt	Asylum
28	27	<i>What's Your Name</i> □ Lynyrd Skynyrd	MCA
33	28	<i>Native New Yorker</i> □ Odyssey	RCA
27	29	<i>Name of the Game</i> □ Abba	Atlantic
17	30	<i>Desiree</i> □ Nell Diamond	Columbia
37	31	<i>Thunder Island</i> □ Jay Ferguson	Asylum
26	32	<i>Sentimental Lady</i> □ Bob Welch	Capitol
45	33	<i>Happy Anniversary</i> □ Little River Band	Capitol
31	34	<i>Slip Sliding Away</i> □ Paul Simon	Columbia
43	35	<i>Always and Forever</i> □ Heatwave	Epic
40	36	<i>Our Love</i> □ Natalie Cole	Capitol
50	37	<i>Jack and Jill</i> □ Raydio	Arista
38	38	<i>Falling</i> □ LeBlanc & Carr	Big Tree/Atlantic
34	39	<i>Back in Love Again</i> □ LTD	A&M
22	40	<i>Serpentine Fire</i> □ Earth, Wind & Fire	Columbia
32	41	<i>Ffun</i> □ Con Funk Shun	Mercury
—	42	<i>Ebony Eyes</i> □ Bob Welch	Capitol
—	43	<i>Hot Legs</i> □ Rod Stewart	Warner Bros.
48	44	<i>Theme from "Which Way Is Up"</i> □ Starguard	MCA
36	45	<i>Hey Deanie</i> □ Shaun Cassidy	Warner Bros.
44	46	<i>Breakdown</i> □ Tom Petty	Shelter/ABC
39	47	<i>It's So Easy</i> □ Linda Ronstadt	Asylum
—	48	<i>Long Long Way from Home</i> □ Foreigner	Atlantic
46	49	<i>Street Corner Serenade</i> □ Wet Willie	Epic
—	50	<i>Lady Love</i> □ Lou Rawls	Phila. Intl.

Playback

Breaking away. To be identified with Fleetwood Mac can't hurt, but former Mac member Bob Welch is making his own name known. *Sentimental Lady* (Capitol), the first single from his *French Kiss* album, reached five on "Playlist" and is still active (at 32). Now there's a second single, *Ebony Eyes*, and it's the biggest debut on "Playlist" this week (at 42). "It's an exciting record. I think it's great programming material: it's not something that people will tune out. And it offsets boring records." So says Bobby Rich of KFMB-FM San Diego, where that record was added. WMAK(AM) Nashville added *Ebony Eyes*, too, and music director Jim Holton says this single will help Bob Welch "establish himself as Bob Welch," rather than as a former member of Fleetwood Mac. **Up the hill.** From nursery rhyme to rhythm and blues and up the chart: so goes *Jack and Jill* (Arista), a single by a newly formed group, Raydio. The song was written by Ray Parker Jr., a seasoned musician who has toured with Stevie Wonder as lead guitarist and played back-up to Bo Hannon, the Spinners and a long list of other R&B artists. *Jack & Jill* bolts to 37 this week, reflecting its airplay from Detroit to San Diego. And in Miami, Becky Vidadu of WOAM(AM) says "that's the kind of record that happens really quickly in this market. It's a hit ... an upper." Another Miami station, WHY(AM), is having success with the record, too. Music director Colleen Cassidy reports "very strong ethnic and male appeal. The tune of the chorus sounds exactly like *Stand* by Sly and the Family Stone."

Country

Last week	This week	Title □ Artist	Label
12	1	<i>To Daddy</i> □ Emmylou Harris	Warner Bros.
4	2	<i>What a Difference You've Made</i> □ Ronnie Milsap	RCA
3	3	<i>Woman to Woman</i> □ Barbara Mandrell	ABC
6	4	<i>Do I Love You</i> □ Donna Fargo	Warner Bros.
5	5	<i>I Just Wish You Were Someone I Love</i> □ L. Gatlin	Monument
8	6	<i>Don't Break the Heart</i> □ Margo Smith	Warner Bros.
10	7	<i>I Don't Need a Thing at All</i> □ Gene Watson	Capitol
7	8	<i>What Did I Promise Her Last Night</i> □ Mel Tillis	MCA
2	9	<i>Out of My Head</i> □ Loretta Lynn	MCA
—	10	<i>Mamas Don't Let Your Babies</i> □ Waylon & Willie	RCA
13	11	<i>May the Force Be With You Always</i> □ Tom T. Hall	RCA
9	12	<i>You're the One</i> □ Oak Ridge Boys	ABC
17	13	<i>Some I Wrote</i> □ Statler Bros.	Mercury
11	14	<i>Middle Age Crazy</i> □ Jerry Lee Lewis	Mercury
15	15	<i>Somethin' to Brag About</i> □ M.K. Place	Columbia
—	16	<i>Bartender's Blues</i> □ George Jones	Epic
—	17	<i>Standard Lie Number One</i> □ Stella Parton	Elektra
20	18	<i>The First Time</i> □ Billy "Crash" Craddock	ABC
1	19	<i>Take This Job and Shove It</i> □ Johnny Paycheck	Epic
—	20	<i>Georgia Keeps Pulling on My Ring</i> □ Conway Twitty	MCA
22	21	<i>Lonely Street</i> □ Rex Allen Jr.	Warner Bros.
23	22	<i>I Love You</i> □ Ronnie McDowell	Scorpion
25	23	<i>Shine on Me</i> □ John Wesley Ryles	ABC
—	24	<i>How Can I Leave You Again</i> □ John Denver	RCA
24	25	<i>I Want to Be Your Everything</i> □ Connie Smith	Monument

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.

Majors are more than willing to be miners for OPT

At post-INTV session in L.A., the project's steering committee reviews ideas from a sizable line of producers, some representing the bigger programing entities

Who says there is not enough programing product for the television industry? For those who say the glory of the networks is their ability to find and present as much good programing as they do, the scene at Los Angeles's Century Plaza hotel a couple of weeks ago, when the steering committee of Operation Prime Time was sampling the wares of Hollywood production companies, would have been an experience.

A dozen production companies, including the majors, had responded to the committee's invitation to show what they could offer in the way of programing for the cooperative venture. And the experience was mind-boggling, some members of the committee indicated.

Beginning at 4 p.m. on Wednesday, Feb. 1 (following the conclusion of the Association of Independent Television Stations' convention, in San Diego [BROADCASTING, Feb. 6]), continuing into that evening and then resuming at 8 a.m. and running until after midnight both Thursday and Friday, the committee members saw and heard pitches for perhaps 100 projects.

In about two-hour bits, executives of producers for such companies as D. L. Taffner, Quinn Martin, MCA, HBO, Paramount, 20th Century-Fox, Time-Life, Viacom, Tandem, and Robert Wold took turns doing their thing, showing taped segments of programs and outlining projects—about six to eight ideas each—and left bundles of material behind.

There were, said Evan Thompson, of KCOP(TV) Los Angeles, a member of the steering committee, proposals for novel-based miniseries, for half-hour and hour series, for variety shows, stripped shows and game shows (though not many of the last; those were not "the main thrust"). "There was almost every kind of program," he said. "The response was greater than we expected."

To the steering committee, the interest on the part of the producers made it clear that OPT, for which MCA has produced *Testimony of Two Men* and is producing three more projects, "is a viable alternative to the networks." Some of the proposals were new and others offered the committee had been rejected by the networks. However, the latter proposals were not ruled out of consideration. "Not all good ideas are absorbed by the networks," Mr. Thompson explained.

The ideas the committee will choose to

Crosschecking. The heavyweight championship fight between Muhammad Ali and Leon Spinks, to air on CBS-TV Wednesday (Feb. 15), has been investigated and given a clean bill of health by NBC Sports. That at least was the preliminary conclusion of Rex Lardner Jr., a producer for NBC who helped look into the bout for the network's Sunday afternoon program, *Sportsworld*. NBC's piece on the fight was to have aired yesterday (Feb. 12). The impetus for NBC's investigation was the question of whether a fighter as unseasoned as Spinks (seven pro bouts) should be in the ring with Ali. NBC put that question to a number of fighters and other boxing experts and "the consensus was that it will be a good fight," said Mr. Lardner. The subject is also more newsworthy since ABC last year got into congressional hot water over its "U.S. Boxing Championships" (BROADCASTING, Nov. 7, 1977).

pursue remain to be decided. So much time was devoted to listening to and watching presentations, the committee members had no time left to sort matters out among themselves. As a result, the group will assemble for that purpose in Chicago this week, probably on Feb. 15.

The members of the committee that were at the Century Plaza for the presentations were Leavitt Pope, WPX New York, chairman of INTV; Dan Pecaro and Sheldon Cooper, WGN-TV Chicago; William Schwartz, KTVU(TV) Oakland, Calif.; Crawford Rice, Gaylord Broadcasting Co.; Don Chapin, Taft Broadcasting Co., and Al Masini, Telerep Inc., the person principally responsible for lining up the group of stations that joined in the first OPT venture.

Begelman quits again

He was still under heavy fire for questionable money deals that led to him taking leave of absence from Columbia last year

David Begelman, who resigned last September as a director and senior vice president of Columbia Pictures Industries, then after a leave of absence returned as president of the company's television and film divisions, has now given up those posts.

Mr. Begelman, whose financial transactions at Columbia have been the subject of inquiry and allegations for the past few months, said that, with his resignation, "I hope Columbia and those who have been subjected to relentless publicity can go forward in an atmosphere free of such pressure."

An earlier Columbia inquiry had found that Mr. Begelman used "improper means" to take \$61,000 from the company. That was to be paid back as well as another \$23,200 that was questioned in a review of his expense account (BROADCASTING, Jan. 2). Late last year allegations

also surfaced that he had illegally cashed checks he authorized to others, a matter the Los Angeles county district attorney's office currently is investigating.

Mr. Begelman, who has been credited with greatly improving Columbia's profit picture and was involved with the blockbuster, "Close Encounters of the Third Kind," is expected to become an independent producer for Columbia.

Kentucky wants to go its own way on TV obscenity and violence

Bill in state legislature proscribes what can and can't be shown; although it's given little chance for passage, broadcasters are wary

Legislation introduced in the Kentucky state senate would make it a felony for the national networks and state broadcasters to broadcast programing there in prime time that is found to be obscene, profane or too violent to be viewed by minors.

The bill, introduced by Senator John M. Berry Jr. (D), sets a maximum \$10,000 fine for any station or network found guilty in circuit court of violating the provisions in programing between 7 and 11 p.m. The standards for what is harmful to children would be set by communities, although the obscenity provision in the bill carries rather specific prohibitions, such as the "showing or describing in an erotic sexual context the human male or female genitals, pubic area or buttocks with less than a full opaque covering of any portion thereof, or the female breast with less than a full opaque covering of any portion thereof below the top of the nipple."

The bill was introduced only three weeks ago and is not given serious chances of passage, but concern has been evinced among Kentucky broadcasters nonetheless. Ralph Gabbard, vice president and general manager of WKYT-TV Lexington, called it "too absurd to warrant further concern," but said in light of past actions against broadcasting, such as Congress's ban of cigarette advertising on television and radio, it should be brought to the attention of all broadcasters.

Legal authorities such as the National Association of Broadcasters' senior vice president and general counsel, Erwin Krasnow, say the measure is unconstitutional and violates the doctrine of federal pre-emption, which in this case would hold that only the FCC has jurisdiction over broadcast regulation.

Donald Zeifang, NAB senior vice president for government relations, said he has heard of the Kentucky bill, but of no other state legislatures where similar measures are pending. There is a situation in South Dakota, however, where a citizen group has succeeded in winning a place on the November statewide election ballot for an antiobscenity proposal that has some

South Dakota broadcasters concerned. The measure, drafted by Larry Parrish, a former assistant U. S. attorney in Memphis, would ban the sale of hard-core pornography.

Verl Thomson, executive director of the South Dakota Broadcasters Association, said the state association is wary of the measure for fear it might open the door for censorship of record lyrics.

Mr. Parrish, who prosecuted the Tennessee case in which the movie "Deep Throat" was ruled obscene, has also succeeded in having the measure introduced in the Tennessee legislature.

Program Briefs

Name change. Teletronics International Inc., New York, has changed its name to Video Corp. of America to reflect more accurately its broadening base of activities in television, corporate and home video markets. Company offers facilities for production, post-production and editing services for TV programming, corporate presentations and video cassettes.

Blair's 48 million. John Blair & Co., New York, reports its Blair-represented non-wired network is nation's largest radio network, reaching over 48 million listeners weekly. It cited as its source Arbitron Radio's nationwide audience estimates survey released last week. Blair said survey indicates that Blair group led all other networks—both wired and nonwired—by reaching 48,367,000 different listeners, age 12 and over, during one week.

Wishful thinking? NBC-TV's *Columbo* special to air Feb. 25 (9-11 p.m.) concerns "ruthless" television executive, "passed over for an anticipated promotion by her lover-boss, [who] carries out his perfectly timed execution while supposedly screening a film for New York VIP's." As *Columbo* closes in, she continues to work out network's program schedule.

Burnett seeks escape from regular-series grind

A fixture on the CBS-TV prime time schedule since 1966, the *Carol Burnett Show* will not return to the network next season.

Miss Burnett stressed she is not retiring from television, but said she wants to be free from the demands of a weekly show and wants to take some time off before making plans for a future TV series. She added she "definitely" would continue her association with CBS by doing a number of specials over a period of years.

Miss Burnett and her husband, executive producer Joe Hamilton, said these are the sole reasons for discontinuing the series even though CBS has asked them to continue. The program is on CBS-TV on Sundays, 10-11 p.m. In recent weeks it has received ratings from 14.5 to 21.8 and often has been third in the time period against movies on ABC-TV and NBC-TV.

Lance's bow is real media event

Former budget director makes his debut as TV commentator on WXIA-TV and finds himself the subject of news coverage

"Unless I call on the President to resign, ... everything else may well be an anticlimax." So began the first, on-air news commentary of former Director of the Office of Management and Budget Bert Lance on WXIA-TV Atlanta Feb. 6.

Mr. Lance began his new career amid a flurry of attention from the national print and broadcast press and with wishes of good fortune from his former boss, President Jimmy Carter, and White House staffers Hamilton Jordan and Jody Powell. The President sent a telegram saying that "Rosalynn and I know you will be a huge success." The White House aides told Mr. Lance, "You can't miss ... now that Walter Cronkite has moved over to become secretary of state."

Nor were the members of the administration the only well-wishers. According to WXIA-TV's news director, Dick Williams, the public response to the first commentary on the station's 6 p.m. news program, *11 Alive*, was "entirely positive."

According to the station's president and general manager, Jeff Davidson, an A.C. Nielsen coincidental survey commissioned by WXIA-TV for the Monday night appearance indicated that Mr. Lance helped "double our share and rating."

Mr. Lance's Monday night commentary was described by the television editor of the *Atlanta Journal*, Bob Goodman, as "ho-hum." Mr. Lance said "nothing sensational," opined Mr. Goodman, but "he did a pretty good job—neither overly good nor overly bad."

Mr. Williams said that he had made

some "editorial changes" in Mr. Lance's first script, but there were "no content problems." Although Mr. Lance is "definitely an amateur," Mr. Williams said, he had "clear sailing for his maiden voyage."

In his commentary, Mr. Lance said he took his new job "because it's an opportunity to talk about important issues ... I am especially interested in expressing the concerns of mainstream America ..."

Jon Beacher, promotion manager of WXIA-TV, said the attention paid Mr. Lance's premier was "incredible." He said that between 30 and 40 newsmen, including representatives from all three major television networks, were in the station's studios during the news program on Monday. Mr. Beacher called the coverage given the event "astronomical." All three network news programs carried portions of Mr. Lance's commentary.

There has been interest by other stations in the country in Mr. Lance's commentaries. Mr. Beacher said WXIA-TV and its parent, Combined Communications Corp., are now negotiating with other stations concerning possible syndication of the commentaries. There is apparently no rush on that, however. "We're going to let him get his feet on the ground first," said Mr. Beacher.

Mr. Williams, too, indicated that other stations, including Combined Communications' own, have expressed interest in running the nightly commentaries.

duPont-Columbia on PBS

Noncommercial WNET(TV) New York will provide live coverage to the Public Broadcasting Service of the presentations of the Alfred I. duPont-Columbia University awards for broadcast journalism tomorrow night (Feb. 14). It will be the first time the awards ceremony has been covered by television.

According to Gail Macandrew, producer of the broadcast, the two-hour program



News in the newsroom. Bert Lance is interviewed in the WXIA-TV working studio by members of the press following his premier commentary.

(beginning at 9:30 p.m. NYT) will also include a "montage" of the "best" of 1976-77's public affairs programs. Excerpts from about two dozen nationally and locally produced shows will be aired during the telecast. Programs to be shown were all semifinalists in this year's judging.

Funding for the program was provided by the Ford Foundation and the Atlantic Richfield Co. Ms. Macandrews said costs for the program would run in the \$65,000-\$70,000 range. WNET will be using a remote studio facility with five color cameras to cover the ceremony from the rotunda of Columbia's Low Memorial Library in New York.

The awards will be presented by David Brinkley, NBC News; Edward P. Morgan, formerly of ABC News; Howard K. Smith, ABC News; Shana Alexander of CBS News's *60 Minutes*, and Pauline Frederick of National Public Radio. Elie Abel, dean of the Columbia School of Journalism, will preside over the ceremony, and William McGill, president of the university and chairman of the Carnegie Commission on the Future of Public Broadcasting, will deliver the opening remarks.

'60 Minutes' libel case taken to the Supreme Court

Army lieutenant colonel wants high court to review matter in which lower court said that journalists could not be made to say what they were thinking

The U.S. Supreme Court has been asked to review a lower court ruling that journalists may not be forced to disclose their thought processes even when being sued for libel (BROADCASTING, Nov. 14, 1977). Communications lawyers had hailed that decision as a major First Amendment victory when it was handed down in November by the U.S. Court of Appeals in New York, in a case involving CBS's *60 Minutes*. But Lieutenant Colonel Anthony B. Herbert, who has filed a \$44-million libel suit against CBS, contends in a brief filed with the high court that if the decision is permitted to stand, it would "overwhelmingly tilt" in favor of the media the balance of interests the court has established in earlier freedom-of-the-press cases.

The officer claims that his reputation was damaged in 1973 by a *60 Minutes* program that raised doubts about his claim that Army officers covered up atrocities by U.S. troops in Vietnam. At issue in the Supreme Court proceeding is the refusal of Barry Lando, a CBS producer, after answering questions by Colonel Herbert's counsel for a period of a year, to respond to questions about his views and beliefs. He said those matters were protected by the First Amendment.

The Second Circuit, in a 2-to-1 decision that reversed a federal district court judge, held that "the lifeblood of the editorial process is human judgment."

Congress adopts Senate version of pole bill

States, not FCC, will have final word under version passed last week; systems subject to forfeiture; Kentucky's Carter warns of possible cable monopoly

In rapid succession, the Senate and House passed cable pole attachment legislation last week, with provision for the creation of cable forfeitures, and sent it to the President for his signature.

The bill that passed was the Senate Commerce Committee's version (BROADCASTING, Feb. 6) which provides for federal regulation of pole attachment rates, but only in areas where there is no adequate state or local regulatory authority. It is the approach forcefully backed by Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), who said in a speech last week (see "Top of the Week") that "it should be up to the non-federal regulatory bodies, such as the state public service commissions and the city councils, who are better attuned to the needs and interests of the local communities, to assume the primary responsibility for managing pole attachments."

To give the FCC something to go by in situations where nonfederal regulation is absent, the bill provides a standard, or zone of reasonableness, within which rates are expected to fall. The standard would assure utilities of recovering the costs of attaching a cable. Rates could be no higher than the fully allocated cost of the pole apportioned to the cable company on the basis of the percent of useable space occupied by the cable.

The National Cable Television Association, which preferred the House's original version of the pole bill because its rate formula would be binding on the states, hailed the passage of the Senate version nevertheless. It released a statement last

week saying it expects most utilities will voluntarily bring their rates into conformity with the federal standard.

Association officials estimated the maximum allowable rate under the standard to be between \$2.50 and \$3 on an average for use of one foot of space on a 35-foot pole with seven feet of usable space.

The provision authorizing the FCC to impose penalties and forfeitures on cable systems, which was pushed by broadcasters, was strongly opposed by cable operators who argued that fines should not be imposed without first determining whether the FCC's cable rules are appropriate. Senator Hollings, in the same speech to the South Carolina Cable Television Association last Monday, argued that the FCC should not be denied the power to enforce its rules. He promised, however, to make sure that the commission "will not become a tool of harassment and that cable operators will not receive substantial fines for minor infractions—especially involving the technical standards." He said the commission "must show special consideration" to systems with older equipment, installed before the commission adopted its technical standards in 1972.

The measure passed both houses without objection, delayed only momentarily in the House by Representative Tim Lee Carter (R-Ky.), a member of the Commerce Committee, who sought assurances from House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) that the cable industry would not be allowed to gather together "into one huge combine." Representative Carter said he sees a trend toward increasing numbers of mergers in cable that are driving up costs to cable subscribers. The subscription price of one system in Kentucky, for instance, rose from \$6 to \$7.25 after being bought by another system, he said, then rose another \$1 after a second merger. Without some restrictions, Representative Carter predicted that, one day, "just as we have only three major TV broadcasting companies, it is extremely likely that we will have only two or three major cable television companies."

Mr. Van Deerlin said he would bring the matter to the attention of the FCC and the cable industry.

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RAB wants to reroute TRAC-7

Bureau now feels radio measurement service should be performed by outside organization; report on feasibility study cites sophisticated procedures that would produce better sales ammunition faster

The Radio Advertising Bureau announced last week it would encourage independent research companies to provide local radio measurements to its specifications, rather than set up an industry-owned organization to do the job ("Closed Circuit," Feb. 6).

James P. Arcara, vice president and general manager of WPAT-AM-FM Paterson, N.J., and chairman of the RAB organizing committee of the research project, said interest in the technique developed and tested by RAB "seems considerable within the industry."

"Under these circumstances," he said, "we believe the climate is right for private enterprise to offer TRAC-7 measurement of radio." The committee, Mr. Arcara continued, "will evaluate the situation periodically and if no movement develops, we can reconsider our position" about setting up an industry-owned organization.

TRAC-7—which stands for Telephone Radio Audience Cumulation, with the "7" representing audience interviews

seven days a week, was given a large-scale test in Chicago last Sept. 7-27 by Audits & Surveys Inc., which was retained to evaluate the feasibility of the system.

A report on the feasibility study—conducted for both RAB and the National Association of Broadcasters—was released last week by the project's technical committee, along with guidelines for the TRAC-7 method. Among the guidelines:

- Interviewing should be conducted seven days a week with each respondent for most weeks of the year.

- Audience-trend reports, primarily for guidance of programmers, should be issued between full ratings books as sufficient sample has been accumulated (monthly in some markets, less often in others).

- There should be full conventional demographic ratings reports, with frequency varying by market and sample size.

- In-depth marketing reports should be issued approximately once a year, showing on a station-by-station basis where listeners shop, incomes, occupation and other marketing characteristics.

- Audience exposure to individual newspapers should be measured, and whether respondents are heavy, medium or light TV viewers should be determined, to assist advertisers in planning media-mix strategy.

- Data should be fed continuously into computer tapes as interviewers record answers, permitting rapid issuance of reports.

- Unlisted as well as listed telephone households should be included in the sample, with one person per household randomly selected to report only on his or her

own listening.

- Special interviewing techniques should be used to get proper representation of ethnic audiences.

Richard J. Montesano, RAB senior vice president for marketing and research and a member of the technical committee, said that "subject to the normal statistical limits of any sampling technique, we believe a valuable added method of local radio audience measurement has been proved practical by the feasibility study and other investigations which indicate this method is viable for local use."

Miles David, RAB president, said the kinds of data TRAC-7 calls for "can help radio achieve faster growth both nationally and locally."

"It's a measurement system stations could use to create much bigger budgets from retailers who spend a high proportion of budgets in print," Mr. David asserted. "It could help radio substantially with national advertisers and agencies who need planning tools that indicate what radio adds in a media-mix strategy."

TRAC-7 was developed through an RAB radio marketing task force headed by George Duncan, president of Metromedia Radio. The organizing committee under Mr. Arcara was assigned to explore ways to get TRAC-7 into use.

RAB's announcement did not indicate whether any specific company or companies have expressed interest in offering a TRAC-7 type of service. However, there have been reports, unconfirmed, that Audits & Surveys, the independent firm that conducted the feasibility study, might be interested in getting into this field.

Fates & Fortunes

Media

Ellen Agress, active for past five years as lawyer representing citizen groups before FCC, will join NBC next month in new position in which she will focus on consumer issues in connection with owned and operated stations. Ms. Agress, who has been with Moore, Berson & Liffander, New York, counsel for United Church of Christ, since 1975, previously had been with Citizens Communications Center, Washington, for two years.

John E. Reinhardt and **Charles W. Bray III**, director and deputy director, respectively, of U.S. Information Agency, have been nominated by President Carter to fill those same positions with USIA's successor agency, International Communication Agency.

Lockwood Richard Doty II, director of public relations, Mutual Broadcasting System, Arlington, Va., named manager of station services.

John Randolph, program director, WAKY(AM) Louisville, Ky., and co-owner of KTOW(AM) Tulsa and KGOW(FM) Broken Arrow, both

Oklahoma, appointed president and general manager of Oklahoma stations.

Mary Norton Shands, vice chairman of Orion Broadcasting, group station owner based in Louisville, Ky., elected board chairman, replacing her mother, **Jane Morton Norton**, who has been elected honorary chairman.

Joseph C. Dimino, general manager, WSBK-TV Boston, elected VP of licensee, New Boston Television, wholly owned subsidiary of Storer Broadcasting.

Jim Pridemore, general manager, WGN(AM)-WAAV(FM) Wilmington, N.C., appointed VP of licensee, New Hanover Broadcasting Co.

William R. Kunkel Jr., general sales manager, WCBM(AM) Baltimore, appointed VP-general manager, WOMC(FM) Detroit.

Lewis M. Caster, VP-business manager, WOKR(TV) Rochester, N.Y., named controller, WOKR-AM-TV-WXLO(FM) New York.

Fred Boujally, account executive, WZZP(FM) Cleveland, appointed promotion director.

Tom Cousins, promotion director, WCCO-TV

Minneapolis-St. Paul, promoted to director of community affairs and public relations.

Richard L. Bonime, news and public affairs executive, noncommercial WQED(TV) Pittsburgh, named general manager, noncommercial WYEP-FM there.

Barbara Pierce, public relations director, St. Louis Symphony Orchestra, named promotion manager, noncommercial KWMU(FM) there.

Dale Fairlee, general manager, Northern Broadcasting System and Northern Sports Network, Billings, Mont., elected president, National Association of State Radio Networks. Other officers: **Paul Stone**, Georgia Network, first VP; **Rich Parrish**, Oklahoma News Network, second VP; and **Tim Patton**, Louisiana Network, secretary-treasurer.

Broadcast Advertising

Nell R. Austrlian, executive VP, chief administrative and chief financial officer, Doyle Dane Bernbach, New York, will be recommended by DDB management March 6 to assume duties as president and chief operating officer, replacing



Together in San Diego. The board of directors of the Association of Independent Television Stations took a break during the INTV convention in San Diego (BROADCASTING, Feb. 6) to pose for group pictures. Seated (l to r): William C. McReynolds, KPHO-TV Phoenix; Herman W. Land, INTV president, New York; Robert J. Wormington (vice chairman), KQMA-TV Kansas City, Mo.; Crawford P. Rice (secretary), Gaylord Broadcasting Co., Tampa, Fla.; James C. Dowdle, WTOG St. Petersburg, Fla., and Milton Grant, WDCB-TV Washington. Standing (l to r): Evan C. Thompson, KCOB Los Angeles; William A. Schwartz, KTVU Oakland, Calif.; John T. Reynolds, Golden West Broadcasters, Los Angeles; Leavitt J. Pope (chairman), WPix Inc., New York; Lawrence P. Fraiberg, Metromedia Television, New York; Don B. Curran, Field Communications, San Francisco, and Harry J. Pappas, KMPH Tulare, Calif.

Thomas A. Gallagher, president, who has resigned for "personal business and family reasons."

Warren Stewart, general manager, Needham, Harper & Steer's Dayton, Ohio, office, elected senior VP. **Tony Wilson**, VP-management supervisor, Avrett, Free & Fischer, New York, joins NH&S there as manager of planning and development. Newly elected VP's, New York office: **John Cross**, group creative director; **Robert Howe**, account supervisor, and **Edward Rosenstein**, research associate.

Newly elected VP's, Ogilvy & Mather, New York: **Hollis Cheverie**, art director; **Edward Doyle**, copywriter; **Chip Evans**, account supervisor; **Bernard Rosner**, copy supervisor; **Carlotta Rossini**, account supervisor, and **Robert B. Smith**, television production supervisor.

Iain Macfarlane, director and general manager, Doyle Dane Bernbach, Sydney, Australia, named senior VP, New York office, responsible for agency's Polaroid International business.

Staff promotions, Norman, Craig & Kummel, New York: **Phillip J. Naquin Jr.**, VP-management supervisor, to senior VP-management supervisor; **Mary-Ann Lambert**, associate media director, to VP-media planning director; **Richard Howell**, account supervisor, named VP, and **Charles Chotiner**, VP-associate director of market research, appointed research director.

Raymond Avedian, market planning administrator, Chevrolet Motors, Detroit, appointed director of market planning, BBDO there, working with agency account staff on Dodge car and truck national advertising.

Carl Hixon, executive VP, Leo Burnett, Chicago, named associate director, creative services division. **Charles Blakemore**, **Norman Muse**, **Dick Stanwood** and **Hal Weinstein**, executive creative directors, promoted to chairman, creative review committee. **Gene McKeough**, executive VP, appointed director of client and marketing services. **Hall Adams**, **Tom Heath** and **John Wiley**, management directors, promoted to chairman of plans board. Additions and promotions in J. Walter

Thompson, San Francisco office: **Larry Stropes**, from BBDO, San Francisco, joins as account supervisor; **M. J. Wolf**, senior broadcast coordinator from BBDO, joins in same capacity; **Richard Sanborn**, associate media director, Clinton E. Frank, Chicago, joins JWT's San Francisco office in same post; **Robert Harris**, media planner in JWT's Chicago office, transferred to San Francisco as media supervisor; **Leslie Anderson**, from Mountain States Telephone Co., Denver, joins as senior research analyst and **Tom Yamada**, creative department, New York office, transferred to San Francisco as art director.

Hugh O'Brien, associate media director, JWT, Chicago, named group media director. **Gary Mueller**, media planner-buyer from Foote, Cone & Belding Chicago, joins JWT there as media planner.

Jay B. Schoenfeld, senior VP-media director, McCann-Erickson, New York, promoted to media planning director. **Vincent J. Rafti**, senior VP-associate planning director, assumes additional duties as deputy director of media planning operation. **Richard P. Gallagher**, VP-media group head, promoted to associate planning director.

Don R. Schwab, VP of BBDO, Los Angeles, and executive producer on its Chrysler-Dodge car and truck television commercials since 1964, takes early retirement effective April 1.

James T. Rice Jr., media director, Richardson, Myers & Donofrio, Baltimore, named VP-media director.

Kenneth C. Johnson, VP-general manager and director, Batz-Hodgson-Neuwoehner, St. Louis, elected executive VP.

John B. Collins, senior VP-group account manager responsible for Exxon account, McCaffrey & McCall, New York, elected to operations committee. **Ethel Sullivan Dempsey**, M&M administrative coordinator of art department, and **Georgette McCarthy**, responsible for television and radio business affairs, elected VP's. **Rhonda Racz**, public relations manager, Clairol Inc., joins McCaffrey & McCall as account executive. **Mark Linder** and **Peter Nicholson**, assistant account executive, promoted to account executives.

Betty Kelly, product manager, Pharmacraft consumer products division of Pennwalt Corp., Rochester, N.Y., joins Jennings & Thompson/FCB, Phoenix, as account manager.

Robert F. Wolken, general sales manager, KADII(AM) Clayton, Mo., joins media department of D'Arcy-MacManus & Masius, St. Louis, as regional sports coordinator, involved with sports package buys, primarily for Anheuser-Busch accounts.

John Hokin, executive VP, RKO Radio Representatives, Chicago, names sales manager, Metro Radio Sales there. **Vincent A. Gardino**, with Metro Radio's New York office, promoted to assistant sales manager there.

Joe Rey, New York sales manager, Buckley Radio Sales, named to sales staff at Major Market Radio there.

Arthur Wagner, from Tom Rubin Associates advertising, Los Angeles, returns to Field Spot Sales, New York, as Eastern sales manager.

Carol Williams, regional sales manager, KOAA-TV Pueblo, Colo., appointed manager, Denver office of Avery-Knodel Television. **Barry Goodman**, senior research analyst in charge of sales strategy, Adam Young Inc., joins Avery-Knodel, New York, as special projects coordinator. **Dave Donelson**, sales manager, KQTV(TV) St. Joseph, Mo., named account executive, A-K's Chicago office.

Swain Weiner, account executive, Peters, Griffin, Woodward, New York, joins Katz American's blue sales team there in same capacity. **Leslie Anderson**, sales assistant for Katz American Television, Dallas office, promoted to account executive for Katz Television Continental there. **Barry Ehret**, from WNGE-TV Nashville, joins Katz Memphis sales staff.

Jay Linden, account executive, WTEW(TV) Albany, N.Y., joins Tigers sales staff, Telerep, New York. **Mike Mellon** and **Jim Walley**, senior research analysts, promoted to assistant research directors.

Jack Audino, sales manager, WQXM(FM) Clearwater, Fla., joins Metcalf-Barner Co., advertising and public relations firm, Tampa, Fla., as VP.

Don Noel, producer-director, noncommercial KYNE-TV Omaha, joins J. Lipsey & Associates, advertising and public relations firm there, as creative director.

Joseph Heckel Jr., local sales manager, WUTV(TV) Buffalo, N.Y., appointed national

NBC revamps. Chester Simmons, president of NBC Sports, has announced the "first step in a reorganization of executive responsibility" in the division. Don Othlmeyer, executive producer of 1980 Olympics coverage and *Sportsworld*, will become executive producer of all NBC sports programming. Allan B. (Scotty) Connal, executive producer, become vice president—sports operations. Michael Trager sports administration vice president, has been appointed vice president program planning and development. Jarobin Gilbert Jr., director of projects, U.S.-USSR Trade and Economic Council Inc., Moscow, has joined NBC Sports as director of Olympic administration.

Neighborhood news. WwJ-TV Detroit News Director Milt Weiss has developed an approach to local news coverage called *News 4 Plus Four*, in which the station has established four auxiliary news bureaus outside the studio in "strategically located" areas to cover the Detroit metropolitan area. The bureaus contain news department offices and remote broadcast facilities permanently tied into the station's electronic system. Reporters Doug Bruckner, Dwayne Riley, John Bulte and Robert Vito have been named chiefs of the four bureaus—west, Westland Mall; downriver, Southland Mall; northwest, Twelve Oaks Mall, and east, Eastland Mall. Designed to "literally meet the public where they live," Mr. Weiss said, the neighborhood news format recognizes the changes in the television industry and the "great technological advancement, with minicams and live microwave units available for on-the-scene story coverage." Although "the suburban subdivision and the shopping mall have replaced the city block and corner store," he said, "people still live and relate in and around a specific geographic area—their neighborhood."

sales manager, WTAR-TV Norfolk, Va.

Len Hart, local sales manager, WHK(AM) Cleveland, named general sales manager, succeeded by **Rick Rambaldo**, regional sales director.

Bill Knudsen, account executive, KVI(AM) Seattle, named general sales manager.

Melissa Huston, production coordinator, WRC(AM)-WKYS(FM) Washington, appointed manager of advertising and promotion.

Tony Diaz-Albertini, account executive, WXTV(TV) Paterson, N.J., named national account executive, SIN, U.S. Spanish Television Network, New York.

Mim Crowley, account executive, WJLA-TV Washington, assumes same post at WFLD-TV Chicago.

Don Parisi, account executive, WSBK-TV Boston, joins WNAC-TV there in same capacity.

John A. Bohas, Oakland county advertising manager, *The Observer* newspaper, Livonia, Mich., named sales representative, WOTV(TV) Grand Rapids, Mich.

Marla Luisa Levy, public affairs director, KGTV(TV) San Diego, joins sales department there as account executive.

Jan Baird, account executive, KGGO(FM) Des Moines, Iowa, joins WHO-TV there in same post.

Deborah Dunlevy, account executive, WCCC(AM) Hartford, Conn., joins WTIC-AM-FM there in same post. **Dennis Prueher**, special accounts representative with *The Hartford Advocate*, weekly newspaper, joins WTIC-FM as account executive.

Diane Simmons, general manager, Chevy Chase Printing, Chevy Chase, Md., joins WGMS-AM-FM Washington as retail sales representative.

Guy Wilkerson, account executive, WZZD(AM) Philadelphia, joins WCAU(AM) there in same capacity.

Programing

John Kuckens, supervisor, network operations, broadcast operations and engineering, ABC-TV, New York, appointed program administrator, ABC Entertainment, East Coast. **Randall Harvey**, day-of-air coordinator, ABC Television Network operations, Hollywood, named program administrator, ABC Entertainment, West Coast.

Stephen J. Scheffer, director of film acquisition, Time-Life Television, New York, named VP.

Merrill Grant, president of Don Kirshner Pro-

ductions, New York, appointed VP, media and programing of Case & McGrath Inc., New York, marking entry of agency into areas of development and production of network and syndicated television programing.

Richard Crew, program and production executive, WHY-TV Philadelphia, appointed executive program producer, WBZ-TV Boston.

Bob Woodruff, executive producer, WCAU-TV Philadelphia, named to same post, WXYZ-TV Detroit.

Carl Stephens, program-promotion manager, wis-TV Columbia, S.C., rejoins co-owned WSFA-TV Montgomery, Ala., in same capacity.

Jason McCarter, announcer, WKSS(FM) Hartford-Meriden, Conn., appointed program director, WCNX(AM) Middletown, Conn. **Hank Tenney**, WCNX air personality, appointed music director.

Joan Firstenberg, newscaster-reporter, WABC(AM)-WPLJ(FM) New York, named public affairs coordinator-reporter, WXLO(FM) there.

Tom Larson, host of community-oriented program at WSBK-TV Boston, named public affairs director there.

Fritz Lehman, account executive, Intermedia Inc., Cincinnati, named Midwest sales director, Ed Yelin Enterprises, commercial creative-production company. He will continue to be based in Cincinnati.

Alfred P. Chamie, VP, secretary and general counsel, Association of Motion Picture and Television Producers, retires after 30 years with association. He will remain as consultant through June 30.

Claude E. Rorabaugh, creative director-account executive, Bob Sorrell Advertising, Seattle, joins sales department, Broadcast Programing International, Bellevue, Wash.

Tom Hall, interviewer for public affairs program on KNBC-TV Los Angeles, joins KABC(AM) there as weekend communicator filling midnight—5 a.m. slot Sunday night—Monday morning.

Broadcast Journalism

Charles Bierbauer, reporter, KYW-TV Philadelphia; **Kati Marton**, reporter, WCAU-TV there, and **Howard Tuckner**, senior correspondent and anchor, noncommercial WNET(TV) New York, appointed ABC News correspondents, based in Moscow, Bonn and Johannesburg, South Africa, respectively.

John Cochran, NBC News Washington corre-

spondent, reassigned to London bureau.

Cynthia Hecht, anchorwoman, WAVA-AM-FM Arlington, Va., and **Jondra Phillips Cawley**, anchor, WKBO(AM) Harrisburg, Pa., named editors, Associated Press Radio network, Washington.

Ken Keller, executive producer, KNXT(TV) Los Angeles, joins WHBF-AM-FM-TV Rock Island, Ill., as news director.

Bill Peterson, news director, KCST-TV San Diego, named to same post, WKYC-TV Cleveland.

Hardie Mintzer, confidential assistant-press secretary to Brooklyn District Attorney Eugene Gold, joins WNBC-TV New York as executive news producer.

John Randt, assignment editor, WWAY-TV Wilmington, N.C., named news director.

Steve Cohen, executive news producer, WXYZ-TV Detroit, named to same post, WNAC-TV Boston.

Donald J. Latulippe, newscaster and talk show host, WROR(FM) Boston, named to head news and public affairs department there.

Tom Burris, news editor, WTVN(AM) Columbus, Ohio, appointed general assignment reporter. **Richard W. Cupp**, photographer from WLO(TV) Lima, Ohio, joins WTVN-TV news department in same post, as does **Lynn Fellows** from WTVH(TV) Syracuse, N.Y.

Don Schaefer, education reporter, WIZM-AM-FM La Crosse, Wis., joins co-owned WMAV(AM) Springfield, Ill., as state house reporter. News staff changes, WFTV(TV) Orlando, Fla.: **Danny Treanor**, weatherman from WALA-TV Mobile, Ala., joins in same capacity; **Scott Reynolds**, cameraman-director for Orlando ad agency, joins station as ENG photographer; **Bette Bon Fleur**, WFTV producer, named executive producer, and **Greg Storer**, associate producer, named producer.

Kathy Smith, from KIRO-TV Seattle, joins KATU(TV) Portland, Ore., as co-anchor. **Dick Bogle**, newsman, named weekend anchor.

Mary Colleen Barrett, production assistant, KOMO-TV Seattle, promoted to producer.

Howard Fox, news director, WOKI-AM-FM Oak Ridge, Tenn., appointed to same post, noncommercial KOSU-FM Stillwater, Okla.

Equipment & Engineering



Ellison

Max Ellison, managing director for Marmac Ltd., producer of audio-visual equipment in Ireland, joins Convergence Corp., Irvine, Calif., as VP for eastern hemisphere operations, responsible for activities in Europe, Africa, Australia and Middle and Far East. Plans are for office to be opened in London.

John W. Howells, international sales development specialist, RCA Broadcast Systems, Camden, N.J., appointed sales manager, RCA Ltd., with executive responsibility for marketing RCA broadcast equipment in Canada.

Ron Dagenals, Eastern regional manager, Cetec Broadcast Group, joins newly formed division of Mark V Productions, Eastern Broadcast Supply, Boston, as president. EBS will be representing several equipment manufacturers in Northeast.

Russ Ide, Rocky Mountains sales engineer, Ampex Corp.'s audio-video systems division, Salt Lake City, named national marketing manager.

Jerry Homer, acting chief engineer, KGMB-TV Honolulu, promoted to chief engineer.

Charles Lewis, chief engineer, WHSL(AM)-WWIL(FM) Wilmington, N.C., assumes additional responsibility as chief engineer for co-owned WBIG(AM) Greensboro, N.C.

Dino Quintanilla, from Collins Radio, Dallas, joins Scientific-Atlanta, Dallas office, as field sales representative, instrumentation division, responsible for sales of microwave and telecommunications instruments in Southwest.

Patrick C. Alvarez, from Metromedia, Hollywood, joins noncommercial KQED-FM-TV and KQEC(TV) San Francisco as manager of broadcast engineering. **Robert K. Klehl**, engineering supervisor for KQED stations, appointed manager of production engineering.

Cable

M. Jay Walkingshaw, director of program operations, Home Box Office, New York, elected VP-program operations.

James L. Cooper, central Florida systems manager, American Television and Communications, Orlando, Fla., named Southeastern regional sales manager for Tocom Inc., manufacturer of computerized control and home terminal equipment for two-way cable communications.

Craig F. Magher, assistant treasurer, Cox Cable Communications, Atlanta, elected treasurer.

Phelps Hawkins, news director, KID-AM-FM-TV Idaho Falls, Idaho, joins Guam Cable TV, Agaña, Guam, in same capacity.

Allied Fields

Jim Carnegie, sales representative, Media Statistics Inc., Silver Spring, Md., named general sales manager of company's *Mediatrend*, radio audience reports publication. **Robin MacArthur**, sales representative for non-monthly radio division, named to ascertainment division in same position. **Timothy B. Jones**, assistant sales manager, WCIL-FM Carbondale, Ill., joins Media Statistics as sales representative, nonmonthly radio division. **Carolyn Posa**, broadcast supervisor, Foote Cone & Belding/Honig, Los Angeles, join Media Statistics there as director of new West Coast sales office.

Robert Cahill, communications attorney with Washington law firm of Cahill, Brown & Bernstein, joins firm of Glazer, Fletcher & Johnson there.

Theodore H. Binder, publisher of *SEA*, boating magazine belonging to CBS Publications, Newport Beach, Calif., named VP of ABC Publishing, New York, responsible for development and expansion of division.

Deaths

George J. Abrams, 59, advertising executive formerly associated with Block Drug Co., Revlon Inc. and various agencies, died Feb. 7 following heart attack at his home in West Caldwell, N.J. He was VP, advertising, at Revlon when it sponsored *\$64,000 Question* TV program implicated in quiz show scandal of 1959. Mr. Abrams also held executive posts with Wm. Esty Co. and Reach, McClinton & Co. in New York, and at time of his death, operated his own consultancy firm. He is survived by his daughter, Adele.

Dr. Bergen B. Evans, 73, teacher, author and former television quiz show moderator, died in Highland Park, Ill., Feb. 4 after long illness. In 1950's he was host of *Down You Go* and *The Last Word*. His last continuing job in network television was writing questions for *The \$64,000 Question* and *The \$64,000 Challenge*. He was not implicated in scandal that ended those shows. He is survived by his wife, Jean, and two sons.

George Amos, 37, account executive for WNBC-TV New York, died of heart attack Feb. 3 while on way to visit client. Surviving are the wife, Susan, and his father.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Jan. 27 through Feb. 2.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New Stations

■ **Lompoc, Calif.**—Broadcast Bureau granted JWR Broadcasting Corp. 100.9 mhz, 3 kw, HAAT 29 ft. P.O. address: 825 Doverlee St., Santa Maria, Calif., 93454. Estimated construction cost \$43,004; first-year operating cost \$31,900; revenue \$84,000. Format: Adult music. Principals: Edward Walsh (30%), Donald V. Berlanti (10%), Eric T. (40%) and Margaret (20%) Esbensen. Mr. Walsh is engineer; Mr. Esbensen is attorney; Ms. Esbensen is secretary; Mr. Esbensen also owns hearing aid operation and Mr. Berlanti is investor. Action Jan. 23.

■ ***New Orleans**—Broadcast Bureau granted New

Orleans Baptist Theological Seminary 90.7 mhz, 10 w, HAAT 60 ft. P.O. address: c/o Paul Gericke, 3939 Gentilly Blvd., New Orleans 70126. Estimated construction cost \$2,800; first-year operating cost \$1,900. Format: Religious, variety. Principal: Applicant is private educational institution and nonprofit corporation. Action Jan. 23.

■ **Grasonville, Md.**—Broadcast Bureau granted Edward M. and Joanne F. DeMaso 103.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Bay City, Stevensville, Md. 21666. Estimated construction cost \$58,000; first-year operating cost \$13,000; revenue \$72,000. Format: Variety. Principal: Mr. Maso works for NASA public affairs; Mrs. Maso is housewife. No other broadcast interests. Action Jan. 23.

■ ***Minneapolis**—Broadcast Bureau granted Center

for Communications and Development 89.7 mhz, 10 w, HAAT 152 ft. P.O. address: 810 Fifth Ave., North Minneapolis 55405. Estimated construction cost \$20,086; first-year operating cost \$58,275. Format: Educational. Principal: Applicant is organization devoted to minority and low-income group programming. Group already operates low-power station there. Action Jan. 23.

■ ***Las Vegas**—Broadcast Bureau granted Nevada Public Radio Corp. 89.7 mhz, 38.92 kw, HAAT—8 ft. P.O. address: c/ Curtis C. Schultz, Box 4147, North Las Vegas, Nev. 89030. Estimated construction cost \$66,545; first-year operating cost \$180,000. Format: Variety. Principal: Applicant is non-profit corporation formed for purpose of operating proposed station. Action Jan. 23.

■ **Saegertown, Pa.**—Broadcast Bureau dismissed ap-

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 Company _____
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Subscriber Service

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1978 Cable Sourcebook \$20.00 (If payment with order: \$15.00)

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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	926	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

plication of Crawford Communications, Phoenixville, Pa. for new FM at Saegertown. Action Jan. 24.

■ ***Prairie View, Tex.**—Broadcast Bureau granted Prairie View A&M University 88.3 mhz, 50 kw, HAAT 402 ft. P.O. address: c/o A.I. Thomas, office of the president, Prairie View 77445. Estimated construction cost \$191,569; first-year operating cost \$60,800. Format: Variety. Principal: Applicant is state-supported educational institution. Action Jan. 23.

■ ***Norfolk, Va.**—Broadcast Bureau granted Norfolk State College 91.1 mhz, 1 kw, HAAT 117 ft. P.O. address: 2401 Corpew Ave., Norfolk 23504. Estimated construction cost \$14,566; first-year operating cost \$1,500. Format: educational. Applicant is state institution of higher education, Dr. Stanley D. Tickton, department of mass communications. Action Jan. 23.

Ownership changes

Applications

■ **WTOP-TV Washington (ch. 9) and WWJ-TV Detroit (ch. 4)**—Post-Newsweek and Evening News Association seek station swap. Post-Newsweek will also pay Evening News \$2 million. Post-Newsweek is publicly held and publishes *The Washington Post, Newsweek* and *Trenton (N.J.) Times*. Subsidiary Post-News stations owns WFSB-TV Hartford, Conn.; WJXT(TV) Jacksonville, Fla., and WPLG(TV) Miami. Evening News publishes the *Detroit Evening News* and owns WALA-TV Mobile, Ala.; KOLD-TV Tucson, Ariz., and KTVY(TV) Oklahoma City (BROADCASTING, Dec. 12, 1977). Ann. Jan. 27.

■ **KGVO-TV Missoula (ch. 13), KTYM(TV) Butte (ch. 6) and KCFW-TV Kalispell (ch. 9)**, all Montana—Seek assignment of license from KMSO-TV Inc. to Eagle Communications for \$7,000,000. Seller: is wholly-owned subsidiary of Western Broadcasting Co. which also owns KGVO(AM) Missoula, KCAP-AM-FM Helena, both Montana, and KMVT-TV Twin Falls, Idaho. Western is principally owned by Dale G. Moore. Buyer: is 80% owned by Precht Communications, New York television programming production and cable systems operation corporation, shares voted by Robert H. Precht, board chairman and secretary. Remaining 20% is owned by Advance Corp., licensee of KFBB-TV Great Falls, Mont. and 5.44% owner KGGM-TV Albuquerque and KVSF(AM) Santa Fe, both New Mexico. Shares voted by Donald Nathanson, president and treasurer. Ann. Jan. 31.

■ **WATN(AM) Watertown, N.Y. (1240 khz, 1 kw-D, 250 w-N)**—Seeks assignment of license from Watertown Broadcasting Corp. to Inter-County Broadcasting for \$190,000. Seller: Harry G. Righter, owner and president, is in failing health and presently hospitalized. He has no other broadcast interests. Buyer: is 72.7% owned by Grover H. Hubbell, who owns Syracuse, N.Y. advertising agency. Remainder is owned

by Mark Clarcq, sales manager WEZG(FM) North Syracuse. Neither has other broadcast holdings. Ann. Jan. 27.

■ **WQMG(FM) Greensboro, N.C. (97.1 mhz, 20 kw)**—Seeks transfer of control of Murray Hill Broadcasting Co. from Julian Price II and Joyce M. Beidler (65.55% before; none after) to Poag Communications Co. (none before; 65.55% after). Consideration: \$354,000. Principals: Julian Price II, 51.94% owner, is son of Ralph C. Price, 34.45% owner, who's interests are not affected by transaction. Lewis Pace Poag and Morgan Rees Poag, brothers, are each 50% owners of Poag Communications, both step-sons of Mr. Ralph C. Price and step-brothers of Julian Price II. The Poag brothers also own WEAL(AM) Greensboro, Lewis Pace Poag is sales manager there and Morgan Rees Poag is general manager. Ann. Jan. 27.

■ **WKVO-AM-FM Havelock, N.C. (AM: 1330 khz, 1 kw-D; FM: 104.9 mhz, 3 kw)**—Seeks assignment of license from Southeast State Broadcasting to Music radio of North Carolina for \$325,000. Seller: Charles P. Wenk, president and principal stockholder wants to pursue other interests. He has no other broadcast holdings. Buyer: is 51% owned by Darryl E. Nixon and 40% by Richard V. Goines both account executives with WRC(AM) Washington. Neither has other broadcast interests. Ann. Jan. 27.

■ **KPRE(AM) Paris, Tex. (1250 khz, 500 2-D)**—Seeks assignment of license from Lamar Broadcasting Co. to Radio Paris Inc. for \$200,000. Seller: is principally owned by Michel T. Halbouty, chairman of board. Buyer: Bob Davis Bell is 100% owner. Neither party has other broadcast interests. Ann. Jan. 27.

Actions

■ **WAOA(AM) Opelika and WFRI(FM) Auburn, Ala. (AM: 1520 khz, 5 kw-D, DA; FM: 97.7 mhz, 3 kw)**—Broadcast Bureau dismissed application for assignment of license from Faulkner Radio to Talton Broadcasting Co. of Lee County. Action Jan. 16.

■ **WOLC(FM) Princess Anne, Md. (102.5 mhz, 50 kw)**—Broadcast Bureau granted transfer of control of Marantha Inc. from present board to new board. Consideration: none. Transfer represents restructuring of board of nonprofit license. Action Jan. 17.

■ **KONA-AM-FM Kennewick, Wash. (AM: 610 khz, 5 kw-U; FM: 105.3 mhz, 100 kw)**—Broadcast Bureau granted assignment of license from Tri-Cities Communications Inc. to Dean-Mitchell Inc. for \$420,000. Seller: Subsidiary of Northwest Broadcast Co., which is principally owned by Thomas C. Bostic and Monte O. DeVon (see below for interests). Buyer is owned by Dean W. Mitchell, 19% owner of seller and general manager of KONA-AM-FM. Action Jan. 16.

■ **KMWX(AM)-KFFM(FM) Yakima, Wash. (AM: 1460 khz, 5 kw-U; FM: 107.3 mhz, 100 kw)**—Broadcast Bureau granted assignment of license from Northwest Broadcasting Co. to DeVon Inc. for \$330,000. Seller: Thomas C. Bostic, Dean W. Mitchell and,

buyer, Monte O. DeVon. Mr. Bostic, retiring, is selling stations and KONA-AM-FM Kennewick, WA, to managers. Mr. Bostic has no other broadcast interests. Mr. DeVon, vice president of seller, has no other broadcast interests. Action Jan. 16.

Facilities changes

AM action

■ ***WWNO New Orleans**—Broadcast Bureau granted CP to install new trans., new ant. and install transmission line (BPED-2413). Action Jan. 23.

FM actions

■ ***WHIL Mobile, Ala.**—Broadcast Bureau granted CP to change PL, install new trans., install new ant., make changes in ant. system, change TPO, ERP: 100kw (h&v) and ant. height 210 ft. (h&v) (BPED-2203). Action Jan. 23.

■ **KUAM-FM Agana, Guam**—Broadcast Bureau granted CP to change TL condition (BPH-10,573). Action Jan. 23.

■ ***WVIK Rock Island, Ill.**—Broadcast Bureau granted CP to change freq.: 88.5 mhz, ch. 203; change TL, install new trans., make changes in ant. system, change TPO, ERP: 100kw (h) 88kw (v) and ant. height 480 ft. (h&v) condition (BPED 2465). Action Jan., 23.

■ ***WCUW Worcester, Mass.**—Broadcast Bureau granted CP to change TL, install new trans., ant., make changes in ant. system, change TPO, ERP: .27 kw (h) .17kw (v), ant. height 145 ft. (h&v), conditions (BPED 2472). Action Jan. 23.

■ **KJFF-FM Jefferson City, Mo.**—Broadcast Bureau granted CP to change TL, change type trans., and make changes in ant. system, conditions (BPH-10,642). Action Jan. 25.

■ ***WBFO-FM Buffalo, N.Y.**—Broadcast Bureau

Services

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Attorneys

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Attorney-at-law
15 N. Court Street
Frederick, Md 21701
Tel. 301-663-1086
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granted CP to install new trans., new ant., make changes in ant. system, change TPO, ERP: 21.5kw (h&v), and ant. height 240 ft. (h&v) condition (BPED-2453). Action Jan. 23.

■ WMDD-FM Fajardo, P.R.—Broadcast Bureau granted CP to change TL, change type trans., ant., and change ant. system, conditions (BPH-10,560). Action Jan. 23.

■ *KVLU-FM Beaumont, Tex.—Broadcast Bureau granted CP to change TL, change type trans., change ant., and make change in ant. system, conditions (BPED-2517). Action Jan. 23.

In contest

Petitions to deny

■ WFM(AM) Montgomery, Ala.—Griffin Broadcasting. Received Jan. 30, ann. Feb. 1.

■ KQED-TV, KQEC-TV, and KQED-FM San Francisco all—California Public Broadcasting Forum, Bay Area BELeague, NAACP, CCMC, PMC, and Save KQED, amendment to petition to deny. Received Jan. 25, ann. Jan. 27.

Procedural rulings

■ Cicero, Ill., Radio Cicero et al **AM proceeding**: (Docs. 21247-51)—ALJ Daniel M. Head set certain procedural dates and scheduled hearing for Feb. 14. Action Jan. 26.

■ Jeffersonton, Ky., J-Town Radio and Publicist Communications **FM proceeding**: (Docs. 21344-5)—ALJ Walter C. Miller continued without date hearing scheduled for Feb. 6, granted motion by Publicist for summary decision and resolved the TL issue in its favor and granted joint petition by applicants approving agreement, dismissing J-Town's application with prejudice, granted Publicist's application and terminated the proceeding. Action Jan. 30.

■ Harrisonburg, Va., Radio Blue Ridge and Radio Harrisonburg **FM proceeding**: (Doc. 21268)—ALJ David I. Kraushaar on request of Radio Blue Ridge, rescheduled prehearing conference from Feb. 1 to Feb. 21. Action Jan. 25.

■ Puyallup, Wash., Kaye Broadcasters (KUPY) **Renewal proceeding**: (Doc. 18929)—ALJ James K. Cullen Jr. cancelled hearing scheduled for Feb. 15 in Tacoma, Wash. without date. Action Jan. 25.

Complaints

■ Total 3,802 complaints about broadcasting was received by commission during December, decrease of 252 from November. Other comments and inquiries for month totalled 3,299, increase of 1,107 over November. Commission sent 972 letters in response. Ann. Jan. 31.

Allocations

Actions

■ Chatom, Ala.—Broadcast Bureau assigned ch. 276A as community's first FM in response to proposal by Washington County Broadcasters. Action Jan. 25, becomes effective March 16.

■ Burlington, Colo.—Broadcast Bureau assigned Class C ch. 281 as community's first FM in response to proposal by KNAB Inc., licensee of daytime only KNAB(AM) Burlington. Action Jan. 30, becomes effective March 17.

■ Berlin, Md.—Broadcast Bureau assigned ch. 280 as community's first FM in response to proposal by Musicradio. Action Jan. 31, becomes effective March 16.

■ Warsaw, Mo.—Broadcast Bureau assigned ch. 249A as community's first FM in response to petition by Valkyrie Broadcasting. Action Jan. 25, becomes effective March 16.

■ Falls City, Neb.—Broadcast Bureau assigned ch. 237A as community's first FM in response to petition by Southeast Broadcasting Co. Action Jan. 30, becomes effective March 17.

■ Kearney, Neb.—Broadcast Bureau assigned ch. 290C as community's second class C FM and deleted ch. 272A in response to petition by Central Nebraska Broadcasting, licensee of KGFV(AM) Kearney.

■ Dickinson, N.D.—Commission granted application of Meyer Broadcasting for new TV satellite station on ch. 7 to rebroadcast programming of Meyer's KFVY-TV ch. 5, Bismarck, N.D. Action Jan. 25.

■ Jackson, Tenn.—ALJ Joseph Stirmer granted application of Madison County Broadcasting for new FM on ch. 276 denying competing application of Community Service Broadcasting Inc. Action Jan. 30, becomes effective in 50 days, barring appeals or review.

■ Bridgeport, Tex.—Broadcast Bureau assigned ch. 244A as community's first FM in response to petition by Wyse Media. Action Jan. 25, becomes effective March 16.

Rulemaking

Petitions

■ Thousand Oaks, Calif.—Paul H. Lee requests amendment of Part 13 to allow use of typewriters by applicants taking commercial operator radiotelegraph examinations. Ann. Jan. 27.

■ Seven Valleys, Pa.—James J. Walsh III requests amendment of Part 97 to permit novice and technician amateur operators to use A1, A3, and F3 emissions between 28.9 mhz and 29.4mhz. Ann. Jan. 27.

Action

■ Chief, Broadcast Bureau in response to request by Consumer Electronics Group of Electronic Industries Association extended from Jan. 30 to March 31 time for filing reply comments in matter of FM quadrasonic broadcasting (Doc. 21310). Action Jan. 25.

Cable

Certification actions

■ CATV Bureau granted following operators of cable TV systems certificates of compliance:

■ Norcal Cablevision, for Gridley, Calif. (CAC-07972); Cable Haven TV, for Barnegat, Ocean, Lacey, all New Jersey (CAC-08221-3); Cross Wicks Ind., for Brick Town, Point Pleasant, Point Pleasant Beach, Mantoloking, all New Jersey (CAC-08584-8); Huron Cable TV for Bad Axe, Colfax, Sand Beach, Harbor Beach, all Michigan (CAC-08605-8); Kansas City Cable, for Kansas City, Kan. (CAC-08812); UA-Columbia Cablevision, for Clifton, N.J. (CAC-08830); International Telemeter, for Jefferson, Mo. (CAC-08831); Northeast Minnesota Cable TV, for Capehart housing area, Mich. (CAC-08849); TV Pix, for South Lake Tahoe, Calif., Stateline, Nev. (CAC-08880-1); H.S. Anderson Co., for Searles Valley, Calif. (CAC-08888); Aberdeen Cable TV Services, for Aberdeen, S.D. (CAC-08910); Crossette Communications, for Crossette, Ariz. (CAC-09006); Daleville Cablevision, for Daleville, Level Plains, Fort Rucker, Newton, all Alabama (CAC-09007-10); Ohio Video Services, for Fredericktown, Bellville, Butler, Mount Gilead, Edison, all Ohio (CAC-09011-3, 17, 18); East Arkansas Video, for Marianna, Forest City, both Arizona (CAC-Blue Ball, Bareville, all Pennsylvania (CAC-09056-63); Cable Associates, for Lancaster, Manheim, Manor, East Hempfield, West Lampeter, East Lampeter, all Pennsylvania (CAC-09308-14); Wytheville Corp., for Wytheville, Va. (CAC-09442); Warner Cable of Hood River, for Hood River, Ore., White Salmon, Bingen, both Washington (CAC-09530-2); Tel-a-cable, for Cape Coral, Fla. (CAC-09544); Hill County Cablevision, for Kerrville, Tex. (CAC-09894); Satellite Systems Corp., for Little Rock AFB, Ariz. (CAC-10036); Midwest Video Electronics, for Rhineland, Wis., CAC-10059); Suburban TV Cable, for Cumru, Shillington, Mohnton, Kenhorst, Sinking Springs, West Lawn, Wyomissing Hills, West Teading, Spring, all Pennsylvania (CAC-10069-77); United Antenna Service of Boone, for Boone, Watauga, both North Carolina (CAC-10099-100); Saratoga Cable TV, for Ballston Spa, N. Y. (CAC-10101); Cox Cablevision, for Ocala, Marion, both Florida (CAC-10187-8);

Call letters

Applications

Call	Sought by
	New AM
WFGS	Aaron J. Wells, Milton, Fla.
	New FM
KIOW	Pilot Knob Broadcasting, Forest City, Iowa
	Existing AM's
KXEG	KHCS Phoenix
KISU	KSNM Pocatello, Idaho
WROL	WRYT Boston
KTWN	KANO Anoka, Minn.
KKRC	KISD Sioux Falls, S.D.
	Existing FM's
KFOX	KKOP Redondo Beach, Calif.
WMNF	WINO Tampa, Fla.
KSNM	KSNM-FM Pocatello, Idaho
WWUN	WBLE-FM Batesville, Miss.
KYYA	KOYN-FM Billings, Mont.
WRFR	WFSC-FM Franklin, N.C.
KTFX	KKUL Tulsa, Okla.
KFIM	KSDL El Paso

Grants

Call	Assigned to
	New TV
WGSE	King Communications, Myrtle Beach, S.C.
	New AM's
KRDZ	KRDZ Broadcasters, Wray, Colo.
WXRS	WSJ Radio, Swainsboro, Ga.
	New FM's
*KBSH	Borrego Springs Unified School District, Borrego Springs, Calif.
*WAE	Lakeside Communications, Chicago
KZEV	Mad Hatter Broadcasting, Clear Lake, Iowa
WPOL	Maumee Valley Broadcasting Association, Gaylord, Mich.
WLKX-FM	Lakes Broadcasting, Forest Lake, Minn.
WKAD	Galen D. Castlebury Jr. Canton, Pa.
KIXV	Radio Brady, Brady, Tex.
	Existing AM's
WOXZ	WSTH Taylorsville, N.C.
WJZA	WHBT Harriman, Tenn.
WUEZ	WBLU Salem, Va.
	Existing FM's
WLWI	WKLH Montgomery, Ala.
KOYT	KRFM Phoenix
KSCC	KAAM Berryville, Ark.
WNXC	WNTU Naples, Fla.
KTWN-FM	KTWN Anoka, Minn.
WIXO	WTBI McComb, Miss.
KYKK	KPOE Humble City, N.M.
WKOB	WLAC-FM Nashville
WWQM-FM	WMAD Middleton, Wis.

Cheaha Cablevision, for Talladega, Ala. (CAC-10259); Suffolk Cable, for Shoreham, N.Y. (CAC-10271); TV Pix, for South Lake Tahoe, Calif. (CAC-10280); International Telemeter, for Jefferson, Mo. (CAC-10347); Cotton Hill Cablevision, for Malden, Mo. (CAC-10349); See-Mor Cable TV of Sikeston, for Morehouse, Mo. (CAC-104609); Fairfield Cable TV, for Shelbyville, Ill. (CAC-10544); Alert Cable TV of Goldsboro, for Wayne, Seymour Johnson AFB, both N.C. (CAC-10586-7); New Paltz Tele-Cable, for New Paltz, N.Y. (CAC-10889); Suburban Communications for Royersford, Pa. (CAC-11877); Searcy Video, for Searcy, Ariz. (CAC-11878); Goodland Cable TV, for Goodland, Kan. (CAC-11976); Mass Cablevision, for Falmouth, Mass. (CAC-12018); Central All-Channel Cablevision for Ellwood, Ind. (CAC-12051); Logan Cablevision, for West Logan, Mitchell Heights, Logan, Man, all West Virginia (CAC-12085-9); Alpena Cablevision, for Alpena, Mich. (CAC-12092, 104); Bossier City Cable Television, for Bossier City, La. (CAC-12125); Cablevision of Duncan, for Duncan, Okla. (CAC-12131); Bay City TV Cable, for Bay City, Tex. (CAC-12134).

Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Sales manager for C&W AM in Pineville, LA. Alexandria SMSA market. Compensation plan will assure we both make money. Immediate opening. Write Robert Wagner, 1610 Military Highway, Pineville, LA 71360 or call 318-487-5454.

Profitable, Healthy FM station in Northern Michigan desires General Manager. Send resume to Box B-191.

General Manager Far West: See Our Classified display ad for your great opportunity to grow in new company. William A. Exline, Inc.

Sales Manager who can and will sell, train and motivate a sales staff of four. One who's been there, and can do it again, one who can create packages and long term schedules, and who's background includes an outstanding history of success with proven arsenals of promotional and merchandising programs. Salary, incentives, benefits. E.E.O. M/F Box B-200.

Need Experienced General Manager for oldest station in Parkersburg, W.Va. Send resume and salary requirements to: Bud Burka, 2801 Hart St., S.E. Charleston, WV 25304.

HELP WANTED SALES

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.

Wanted: Beginner or experienced sales person. Continuous sales training provided. Resume to Dale Low, KLSB and KSMN, Mason City, IA.

Salesperson/Announcer, in one of the state's fastest growing cities. Send tape and resume in first letter to: WTSB, Box 393, Lumberton, NC 28358.

Southwest Modern Country station needs aggressive RAB oriented salespersons. Medium Market. Base plus commission, 915-563-3700.

Aggressive salesperson who wants to live the good life in central Minnesota vacation area where hunting, fishing and snowmobiling are at your doorstep yet within easy driving distance to the Twin Cities. Wonderful place to bring up family. Charlie Persons, KVBR, Brainerd, MN 56401.

Now! Looking for opportunity in broadcast sales and like a university town of 25,000 in the scenic hills of Southeastern Ohio? Resume with letter. Two year commitment mandatory. WATH, Box C, Athens, OH 45701.

Our Northeast station has 80% of morning 18-49 audience in last five ARB surveys. Our sales people earn more than most managers. Write for fact sheet to Box B-207.

Sales Manager Far West: Great opportunity for advancement in new young company. See our classified display ad. William A. Exline, Inc.

Aggressive Experienced Radio Salesperson wanted: Good on the Street and looking for excellent future opportunity with large broadcast company. Good active account list available. Salary plus commission. Send resume to WMPS, 112 Union Avenue, Memphis, TN 38103 or call Stan Ferguson, General Sales Manager, 901-525-6868, an equal opportunity employer.

Broadcast Automotive Sales. Strong L.A. suburban station needs retail automotive sales pro w/in 3 yrs experience. Have picnic with 164 new car dealers in San Gabriel Valley. We're looking for a pro. K-WOW, 213-331-0794 E.O.E.

Sales Manager WNNO—Wisconsin Dells, Wisconsin—Excellent opportunity for experienced individual. Manage sales staff and sales related promotions for AM/FM in leading Midwest recreation spot. Good salary, benefits. Resume to John Taylor, WNNO, PO Box 990, Wisconsin Dells, WI 53965. Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

Immediate opening for announcer. First Tickets only. Write KPOW, Box 968, Powell, WY 82435. EOE.

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.

Afternoon Announcer for Midwest 5 Kw MOR. Top salary. Some production. Play-by-play possible. Resume, references, tape to Mike Williams, KMPL, PO Box 907, Sikeston, MO 63801. EOE.

Promotion from within creating vacancy soon. Need Announcer for midnight shift & early morning news. Beautiful Music format. Experienced or better than average beginner. EEO. Tape and resume to WSRB, West Side Station, Worcester, MA 01602.

Seek experienced country music jock for exceptional small station near beaches. Production ability required. Call PD 302-422-7575. WAFL, Milford, DE. EOE.

Contemporary FM needs exceptional morning personality with strong programming and production background. Solid salary and benefits for working in new facilities. Send air check and resume to Y-93, 1011 25th West Billings, MT 59102. EOE.

Number 1 station in 49th A.D.I. needs nite air personality. Tapes, resumes, and references: WILQ Box 1176, Williamsport PA 11701 M/F EOE.

Top Rated/Sunbelt East Coast Country station is looking for a Modern Country Personality. Mature voice, and delivery, tight board and some production. EOE. Send resume to Box B-173.

Immediate Opening for Afternoon Drive Personality with strong voice and solid on-air and production experience. Mid-West AM-FM. Good pay and working conditions. Send resume to Box B-192.

Announcer/Music Director wanted for one of America's most professional small market stations, and one of the finest plants anywhere. Enjoy great East Texas family lifestyle in proud, vibrant community. Above average pay and benefits. Excellent advancement opportunity on stable, congenial staff. Equal Opportunity Employer. Send non-returnable tape and resume to KEBE/KOOI, Box 1648, Jacksonville, TX 75766.

WSVA/WQPO Harrisonburg, Virginia is looking for an experienced professional radio person. Good background in air work required. Music, News, Talk, Sports or any combination of these very helpful. Salary commensurate with ability. Send resume and tape to: R. A. Mac Neil, Box 752 Harrisonburg, VA 22801. EEO & A/A Employer.

Morning Talent ... Pop/Adult. Excellent salary. Tape and resume to: Peter McLane, KFJZ, 4801 West Freeway, Fort Worth, TX 76107. EOE.

Strong Voice and Personality for growing N.E. PA youth-oriented Top-40 station. Send tape and resume to Stew Caverly, WARD, P.O. Box 1540, Pittston, PA 18640.

Wanted. Announcer - Engineer, M.O.R. AM-FM Sunny Inland Florida. Top wages. Phone 813-385-5151.

First Phone, Announcer wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest E.O.E. Box D-125.

Major AM/FM Group has immediate openings for dedicated, creative, communicative air personalities. Send tape, resume and salary requirements to: Bob Oakes, Susquehanna Broadcasting Co., P.O. Box 1432, York, PA 17405. An Equal Opportunity/Affirmative Action Employer.

Northeast Top 40 needs a creative, well-rounded Morning Person/Music Director. Tapes, resumes to Tony Townsend, WKVT, Box 818, Brattleboro, VT 05301.

50 kw FM Modern C&W in metro Washington DC market needs two personality DJ's now! These are nitetime 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.

WFLY-FM a 50,000 watt station in Albany N.Y. is looking for air talent for openings in the near future. Good communicators only, no screamers. Tapes and resumes to Mario Mazza, PD, 4243 Albany St., Albany NY 12205.

Immediate openings for programmer and two announcers in Mid-West Family stations. If you are looking for an opportunity to advance, lets see if we can get together. We are also looking for tapes and resumes for future openings in seven Mid-Western cities. Jim Walton, WITL 3200 Pine Tree Rd, Lansing, MI 48910.

HELP WANTED TECHNICAL

Chief Engineer—experienced directional AM, Stereo FM Studio and Automation. South Central Gulf area. Equal Opportunity Employer. Box B-39.

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, WKKO-FM, 312-898-6668, or write 1884 Plain Avenue, Aurora, IL 60505.

Chief Engineer, 5000 watt directional AM-FM. Send resume to Mel Peterson, KUBA, P.O. Box 309, Yuba City, CA 95991.

Chief Engineer Wanted for Midwestern day timer filing for full-time. Must have thorough engineering background including automation. Health insurance plus profit sharing. Send complete resume. Box B-109.

Midwest Medium Market. Full Charge Chief Engineer. MOR. 5KW-1KW, 3 Tower nite directional. New equipment, great location and working conditions. EOE. Send resume and current salary to Box B-159.

Chief Engineer for Directional AM, WINR, Binghamton, New York. Experience a must. Excellent opportunity for the right person. E.O.E. Reply Command Broadcast Group, Box 511, Beacon, NY 12508.

Chief Engineer needed for Ohio medium market. Must have studio equipment and transmitter maintenance experience. Start: \$15,000. EOE. Box B-166.

Chief Engineer—1st class license—some previous experience for quality fulltime AM. 5000 watts directional day. 1000 night. Dominant in market over 180 M. Southern Michigan. Believe in continuous training. Attitude important. EOE. Box B-186.

Wanted. Announcer - Engineer, M.O.R. AM-FM Sunny Inland Florida. Top wages. Phone 813-385-5151.

**HELP WANTED TECHNICAL
CONTINUED**

Small University Town, Weatherford, Oklahoma. Looking for dependable family chief Engineer some announcing with experience in directional AM and Class C FM stereo, new equipment, building, successful college opportunities. Salary over 12,000 with benefits, more if announce. Contact manager Dick Johnson 405-772-5939 or write box 587, Weatherford, OK 73096.

Great Opportunity for experienced engineer who knows Audio Processing, Maintenance, and FCC R&Rs Best equipment and sound in a seven station Rocky Mtn. Metro Mkt. Nice area, great company, good people, super benefits. Send complete resume to Brad Baker, KEIN, Box 1239, Great Falls, MT, 59403. Call 406-761-1310. EOE.

Wanted: Chief Engineer. WEBC - Duluth, Minnesota seeks strong transmitter studio Engineer. Experience in D.A.'s, audio chains a must. Gates equipment. Must be prepared for March 1st or sooner start date. Salary - \$15,000 annually. Call Larry Lakoduk, 218-236-7900. Send resume to Box 2983, Fargo, ND 58102.

Help wanted—1 (one) Studio Engineer—must have 1st Class License. Send resume to: Personnel, Box 1717, Spartanburg, SC 29304. EOE.

Chief Engineer wanted for Midwest Capitol City AM-FM-Automation and aggressive growth provides opportunity for hard working First Phone operator. Must have experience with directional systems and excellent references. Send complete resume to Box A-49.

Contemporary Chief Engineer strong on construction and maintenance. Write Bob Howard WYSL/WPHD, 425 Franklin St., Buffalo, NY 14202.

Wanted Engineer, for a 5 KW AM and small FM, please call 606-886-2050.

Immediate! 1st Class Engineer-Air Personality for Modern Country Format in Southern Colorado. Experience Required! Tape/Resume to Box 293, Pueblo, CO 81002 E.O.E.

HELP WANTED NEWS

Large Midwest radio chain is looking for an experienced news director, to lead a growing news department. Send tape and resume to Jack Hansen Leighton Enterprises, Inc., Box 1458, St. Cloud, MN 56301.

Immediate opening for News Director. Strong on human interest and actualities. MOR. Midwest, 5,000 watts. Good pay for performer. E.O.E. Resumes to Box B-121.

Sports Director Aggressive, creative & knowledgeable for sports oriented major University market. Compile, edit, and deliver for 6 & 11PM Newscasts. Tape and resume to Van Hackett, News Director, WBIR-TV, Knoxville, TN 37917. Equal Opportunity Employer.

Morning Newperson Prestige position. Experienced, aggressive, stable, good delivery. Adlib with morning personality. Talk show possible. Excellent facilities on Lake Michigan. Present person retiring. Tape, resume, salary requirements to Bill Stouffer, WHFB, Box 608, Benton Harbor, MI 49022. EOE.

News director needed with good sense and objectivity. Someone with ability to find news sources and report accurately. Community of 40,000 in Central Midwest. Member of highly-respected chain. E.O.E. Box B-188.

Reporter/News Announcer for solid three-person news department. Midwest location. BA and/or experience. Send tape, resume, and news copy to Curt Miller, WTRC, Box 699 Elkhart, IN 46515. EOE.

Radio newpersons wanted for morning and afternoon anchor work in booming Sun Belt market. Send tape and resume, state desired salary. All replies treated confidentially. Equal opportunity employer. Steve McGill, Opns. Mgr., WKRG-AM, Box 2367, Mobile, AL 36601.

Help Wanted—Aggressive Radio News reporter to join 7 person news team in Central Virginia broadcasting market. Experience preferred. Write News Director, WINA, PO. Box 1230, Charlottesville, VA. EOE employer.

We just lost a great News Director to Management. Need a motivator who can collect and report local news. Be part of a three person morning team. Send resume and aircheck to: Rick Roberts, WCEC/WFMA, PO. Box 4005, Rocky Mt., NC 27801. EOE.

News Director for small Northern New England AM/FM. Opportunity for aggressive news person to run own 24 Hour department with three PT. staffers. Good living in summer resort area. Salary \$7,500 plus to start. EOE. Contact Mr. Sherwood, 207-324-7271, Box No. 631, Sanford, ME 04073.

Sports Director—Salesperson needed immediately for WLAW-WWCG-Lagrange, Georgia. Must be good on play by play and sell sports in a market with three high schools and a college. Send tape or resume to Paul E. Reid, PO. Box 100, Fitzgerald, GA 31750 or call 912-423-2077.

Experienced, aggressive broadcast journalist wanted. Expanding News Dept. to 7 full timers. Send tape and resume to Fred Fishkin, News Director, WOBN, PO. Box 927, Toms River, NJ 08753.

News oriented PD for community-involved Contemporary FM and C-W AM in beautiful small market near metro area. 10-12k. WMST, Mt. Sterling, KY.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Need Aggressive Program Director for Contemporary Top 40 Southern Medium Market Station. You must have PD, experience, like to work with your staff, be a good administrator, carry an air shift and production shift and be a competitor for ratings. Send resume, references and salary requirements to Box B-64.

Operation Manager for Midwestern day timer. Must have thorough knowledge of Contemporary Soul programming. Must be able to handle a complete staff including Chief Engineer. Health insurance plus profit plan. Send complete resume. Box B-116.

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.

Program Director. Must have good voice, be a production pro, able to handle a staff of five. Midwest medium market. Should start at about \$10,000. An Equal Opportunity Employer. Write c/o Broadcasting, Box B-169.

Program Director for unique operation in NYC. Responsibilities: supervise 15 instructors, 200 announcers, 150 hours weekly broadcasts. \$13,000 start salary. Box B-190.

Immediate Opening for radio production person for California Coastal advertising agency. This is a job for a creative person with a love of commercials and an appreciation for good equipment. Good on-air delivery a must. 805-544-9220.

**SITUATIONS WANTED
MANAGEMENT**

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.

\$4,000-\$50,000 monthly billing within 12 months. Major Market GSM desires GM position in Northwestern States. Will consider others. Box B-59.

General Manager selling minority interest in stations; seeking new challenge and opportunity. Excellent record during many years of management experience in competitive markets. Box B-62.

Black Station Manager looking for new challenge, top 100 markets—heavy sales and programing. Box B-125.

General Manager Currently employed major Ohio market as VP and Operations manager. Seeks General Manager's position in medium market. Over 20 years experience on air programming. Excellent leader with Impeccable References. I want to grow with a leader. Box B-138.

Experienced, young, dynamic Sales manager available in March for small to medium New England or Florida Coast Radio. Please forward name and number. Box B-142.

Account Executive at 50,000 watt Upstate New York station looking for managerial position. Experience includes all phases of Broadcasting and Sales. Box B-163.

General Manager—former owner and general manager. Hard core professional, experienced in all phases of Broadcasting. Small to medium market in Western U.S. Commercial or non-commercial. Box B-208.

Station Manager or/combination Assistant Mgr. Program Director. Southern States, Ark., Tex., OK, S. Miss., LA., Tenn., or S. Mo., only! 9 years experience. Resume. Call 501-751-7203.

**SITUATIONS WANTED
SALES**

Experienced Salesman/Announcer. MOR or Country. Available Now/Richard, 812 No. Wilson, Rice Lake, WI 54868. Call 715-234-9222!

Nut cracker Heavy retail, co-op, service, collections. Top 100 or manage small. Prefer SE RAB, but all considered. Box B-126.

Broadcaster 24 years experience all phases seeking lucrative sales or management position with leading station. Prefer Ohio, Indiana. Box B-180.

Recent Communication graduate looking for first opportunity in radio sales. Interned at local station. Willing to start as trainee. Write Chuck Strona, 3800 S. Decatur No. 284, Las Vegas, NV 89103.

**SITUATIONS WANTED
ANNOUNCERS**

Adult MOR or County Pro—experienced announcer and salesman. Available now. Richard, 812 No. Wilson, Rice Lake, WI. Call 715-234-9222.

Broadcast School Grad. 3rd Endorsed, looking for first job. Phone weekdays 716-834-4457.

Country Jock with 10-years experience 1-707-839-3336.

Intelligent/Determined/Talented Personality/3rd phone/Smooth voice/good production/great news. Will relocate. Box B-147.

Southeast! MOR Top 40, AOR, 4 years experience (3 college, 1 commercial). Quality voice, good production and news. 3rd endorsed. Marc 404-252-7079.

Grad with two part time radio jobs looking for first full time slot. AC/MOR and Religious formats. Mike Galley 201-537-4802.

Energetic, stable DJ. 26, 3 years experience. 3rd endorsed, strong production and board, college. Seeks adult Contemporary, Top 40, AOR, MOR, etc. Will relocate. Resume, Tape, Frank Cavaliere, 40 Benedict Ave., Tarrytown, NY 10591, 914-332-0323.

I'm a Radio Personality (mornings) not a star—not a celebrity—just a person in radio who's a friend-companion-intertainer—maybe a conscience if that's what's needed. With music, information, humor, meaningful chit-chat I try to weave a program that lets the listener know I care! If that's your style of radio—If you are in the Eastern part of the Midwest and will pay enough for me to enjoy my work and for my family to enjoy the community write for my resume and tape. Box B-164.

Successful drive personality seeks quality medium or major market opportunity. 1st, outstanding production, self-starter: 27, married, well-rounded. Box B-165.

Personality DJ, if you need it, I'll give it. Have done Country, MOR, and Top 40. Still can and still will, but have not done the format I am best at: SOUL. Have done and will do Production, Copywriting, Announcing and Sales. 3rd Endorsed. Box B-181.

Lively D.J. Medium Market over 2 years experience. 3rd ticket, married need \$200 a week. I'm worth it! Box B-195.

SITUATIONS WANTED ANNOUNCERS CONTINUED

Experienced in several facets of Broadcasting. Now it's time to move on and up, possibly to your station. 3 years college experience and 1-1/2 years professional work behind me. Box B-197.

Experienced Announcer, M.O.R., Top 40, Progressive, last five years Major Market FM. Broad musical knowledge, conversational on-air delivery. Bob Young: 301-951-0249.

Young, experienced announcer, currently in modern country format as M.D., with pleasing personality looking for change, likes responsibility. If interested, phone 812-295-4242, Mon-Fri, between 9am-5pm.

Florida Top-40 Jock 1 yr. experience, employed seeks change—3rd Endorsed. 305-721-0582.

Number one night entertainer for 4 years looking for move upward. Top 40 markets. If you need a numbers getter, call 1-413-739-5254 before noon.

Top basketball, football, baseball play-by-play sportscaster available. 215-297-5609 or Box 54. Lumberville, PA 18933.

Mornings? Top 100 only. Call 800-824-5136 (California 800-852-7631), Extension "Jacobs M2166." Leave message for return call.

Professionally trained, young, black broadcaster seeks small-market station to learn and grow. Good personality, with the ability to take direction. Lee Durant - 5717 Broomall Street, Philadelphia, PA 19143 215-726-5409.

Temporary Help. Experienced first phone (currently teaching) seeking Easter vacation work. Bernie Bacon 716-343-6604.

Here I am. First Ticket Announcer. Have done music and news. 617-587-3701 evenings.

Florida Station: Seven years experience various formats, positions: Automation; MA Broadcasting; 3rd Endorsed; married; dependable. intelligent. hard-working. Chuck: 404-787-0892.

Wanting to step up. 5 yrs. experience, 1 yr. college, young and dedicated. Looking for a pro station in MOR-Contemp-T40 that will develop my full potential. 219-293-8104 8-2.

Top 40, MOR Experienced D.J. with third endorsed. Tape and resume available. Will relocate immediately, dependable. Ron Jenkins, 201-926-5770, 278 Schley St., Newark, NJ 07112.

Disc Jockey looking for a job anywhere. Good on intros, ready now. 3rd Endorsed, honest. Thomas Matriciano, 1323 Kenilworth, Berwyn, IL 60402. Call between 9AM and 10PM, Phone 312-788-5068.

SITUATIONS WANTED TECHNICAL

Here I am. First Ticket Announcer. Have done music and news. 617-587-3701 evenings.

Chief Engineer. Single mature skilled repairman; transmitters, DA's. No faked professionalism. Seek well-kept stable low-hassle operation, no solitary confinement. Warm climate, English-speaking women, good salary. Wall MacTammany 305-721-1539.

SITUATIONS WANTED NEWS

Editor-Reporter in Top 50 all news station seeks position. 801-532-2950 nights.

The market I'm in is small, in more ways than one. Ready to move up to better situation where news counts more than the daily birth report. Midwest medium markets, let's talk. Box B-136.

Experience and Brains are ready to work for you. 1 year as small market newscaster and talk show host, ready to move up. Box B-171.

Looking for station that wants strong news department. Medium market ND can build it. Heavy on actuals and community image. Go anywhere for right opportunity. Box B-177.

Top News Director small station looking for move up with top news dept. 5 years experience including daily interview talk shows, sports, newspaper... Box B-194.

Sports Director-PBP Broadcaster. Young, 26, educated, M.S. Communications, experienced, 5 years PBP. Looking for a step up. Currently SD Radio, University PBP. Box B-199.

Reporter looking for break. Want field reporting position. 2 years professional experience including street reporting & all news. B.S., references. Andy Myers, 24 Braemore Rd., Brookline, MA 02135.

Eastern PA or Mid-Atlantic region—Experienced newsmen seeking medium market position. Also experienced in play-by-play public affairs, announcing, and sales. Available immediately. Write or call Cliff Eshbach, 405 South Market St., Apt. 1, Elizabethtown, PA 17022. 717-367-0249.

Aggressive Young Pro seeks pbp and/or sportscasting position. Four sport pbp experience. Inventive reporting and writing. 616-775-8265.

Experienced female TV reporter seeks reporter position in Los Angeles area. Prefer nights, weekends or parttime. Phone Lesley Nickel—213-476-7853 or write 457 Kenter Ave., L.A., CA 90049.

Creative, hardworking News Director, with 3 yrs. experience, seeks reporter/anchor position in medium or large market. B.S. Award winning. Available immediately, 301-881-1327 before noon.

News Director, 19 years experience, light writer, station building professional, perfect pronunciation, proven administrator, impeccable references. What can you offer? John Knight, P.O. Box 18211, Tucson, AZ 85731.

Sportscaster—Radio & TV—Recent college grad with all the hustle and flash you would want is looking for first break. I've written & produced daily sports programs. PBP all sports. Good voice goes with the cred. I carry. Will relocate. Don't pass me by. Call Ed 618-654-8543 after 5.

Male, 23 Third Endorsed, experienced news and sports. Seeks sportscasting or Newscasting job. Small or Medium Market. Would prefer East Coast, but willing to relocate anywhere. Stan 516-665-0630.

Radio Newsmen looking for position in Atlanta-Athens, GA. area. BSJ journalism. Good interviewer. Enjoys making news contacts. Age 24. Call 912-265-5842.

SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Soul Program Director and Personality looking 919-483-6530.

Your Public Affairs programs do not have to be dull! Creative PA and news on air experience. Good writer and production. working first phone, female. Box B-179.

16 Years Experience—Announcing-Programming-Management. M.O.R. - Oldies - Country. Four years in present location. Desire a move to New England or Western States. Box B-193.

Production-News-Announcing Office experience. 1st phone. 27 mos. background. 207-882-7395.

Top 5 Market Pro considering move to your attractive SW Programming/Announcing challenge. Send details: No. 36, 4701 Anderson, Houston, 77053.

Go Getter—Industrious, hard working male, 3rd endorsed with degree and heavy production seeks entry level position. Will relocate, available immediately. Kal Socolof 168-04 81st Ave., Jamaica, NY 11432 212-380-0582.

Major market talent available for programming. Eight year experience includes: programming, music, research, promotion, production. Let's talk... 216-243-5370.

TELEVISION

HELP WANTED MANAGEMENT

TV Promotion Manager Strong creative, on-air promotion experience required. Challenging responsibilities in all aspects of media mix. Writing strength a plus. Excellent opportunity at leading network affiliate in Mid-west. Resume to Box B-117.

Systems Manager (BIAS), Traffic, Continuity, Billing, Sales order entry and collections. Top 50 market. Manages nine (9) people. Send resume to: John Stoddard, Personnel Manager, WDTN, P.O. Box 741, Dayton, OH 45401. An Equal Opportunity Employer M/F.

HELP WANTED SALES

Experienced Salesperson wanted for new Mid West-VHF station. Send resume to Box B-170.

Sales representative for booming Sunbelt NBC VHF. Pros only please. EOE. KIVA-TV, 505-327-9881, Farmington, New Mexico.

HELP WANTED TECHNICAL

Maintenance Engineer highly qualified in repair of state-of-the-art TV equipment, such as Ampex AVR-3, ACR-25, CDL 480 and Digital PDP-11 computer. Modern automated TV station in beautiful Top 10 market. Excellent fringe benefits; salary \$23,000+. Send resume and references to Box B-132.

Broadcast Engineer, Northwest Station, experienced in the installation and repair of microwave, vtr's, telecine, studio cameras and terminal equipment. Excellent working conditions with opportunity for advancement. Equal opportunity employer. Box B-135.

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.

Immediate opening for experienced TV Engineer at its full color facilities. Position combines maintenance and production duties for broadcast and small format equipment. First Class FCC License and strong maintenance background required—salary commensurate, excellent benefits. Send resume with salary history to Doug Dunning, ETV Center, MVR Hall, Cornell University, Ithaca, NY 14853. Equal Opportunity/Affirmative Action Employer.

Chief Engineer for top 30 UHF station in Northeast. Managerial experience required to supervise small staff of engineers. Opportunity to grow with Company. Equal Opportunity Employer. Send resume and salary requirements to Broadcasting Box B-175.

Maintenance Engineer—Chicago VHF station has an immediate opening for an experienced maintenance engineer to work at our studio location. We are seeking a person with a minimum of two years of technical training, four years maintenance experience and a 1st Class FCC License. Send your resume in confidence to: Larry W. Ocker, Director of Engineering, WTTW-TV/Channel 11, 5400 North St. Louis Avenue, Chicago, IL 60625. An affirmative action/equal opportunity employer.

Broadcast Maintenance Technician—Minimum two years experience. FCC First Class License required. G.E. camera experience preferred. Salary commensurate with experience. Send complete resume to William R. Yordy Sr., Chief Engineer, KCST-TV, P.O. Box 11039, San Diego, CA 92111. We're an Equal Opportunity Employer.

Operating and Maintenance Engineer with First Class FCC License. Immediate openings, ideal community, located in Alaska. Send resume and salary requirements to: George Howard, Chief Engineer, Northern Television, Inc. Box 2200 Anchorage, AK 99510. An EOE.

Don't spend another winter in the cold. Live and work in lovely Miami-Ft. Lauderdale. Wanted Chief Engineer and qualified maintenance Engineer. Contact WKID-TV 51, 2090 SW 30 Ave., Hallendale, FL 33009. Att: B. Johns.

WESH-TV is now accepting applications for positions on the engineering staff. Applicants should be familiar with all types of television broadcast equipment with emphasis on Ampex, Quad VTR, and Sony ENG equipment. A good knowledge of digital as well as analog circuitry would be most helpful. Send resume and work experience to: Nile Hunt, Director of Engineering, WESH-TV, P.O. Box 7697, Orlando, FL 32804.

**HELP WANTED TECHNICAL
CONTINUED**

Television Technician. Immediate opening at public TV station at West Virginia University located seventy miles South of Pittsburgh, Pennsylvania. Must have 1st FCC and color broadcast TV experience in operation and maintenance. Send resume along with salary requirements to: Jack Podeszwa, Personnel Officer, West Virginia University, Morgantown, WV 26506. An Equal Opportunity/Affirmative Action Employer M/F.

HELP WANTED NEWS

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.

Wanted: News Director. VHF station in Major Market. Must be bilingual, English and Spanish. An Equal Opportunity Employer. Send resumes and references to Box B-112.

News Reporter Anchor Upper Midwest network affiliate expanding news operation for qualified journalist. Send resume to Box B-113.

Medium Market VHF network affiliated station seeking weekend sports anchor person. Heavily into ENG with some play-by-play and/or color announcing. Excellent salary and benefits. An Equal Opportunity Employer. Send resume to Box B-119.

E.O.E. in Southeast top fifties wants weekend anchor/producer/reporter. Will produce and report enterprise series during the week. Must have this specialized experience plus strong reporting background. Able to shoot and edit film and eng. Salary up to \$200.00/wk. Box B-129.

Fiftieth sunbelt market wants aggressive tireless sports anchor/reporter to rebuild faltering sports effort. Able to be one person band in covering local amateur and pro sports hard and continuously. Also commentary. Must have experience and tape that proves your worth. If you're a clock watcher, forget it. We are E.O.E. Box B-130.

News Anchor Group owned small Midwestern market, network affiliate. Mature, believable communicator. Salary open. E.O.E. Send resume to Box B-153.

Life-Style reporter specialist, production oriented, for S.E. FL station. Send video cassette, detailed resume, salary requirement first letter to News Director, PO. Box 381118, Miami, FL 33138. Equal Opportunity Employer.

TV News Producer, minimum two years experience with 6 p.m. news. Must have production know-how. For S.E. FL station. Send detailed resume; salary requirement first letter to News Director, PO. Box 381118, Miami, FL 33138. Equal Opportunity Employer.

Expanding News Operation—Midwest market VHF needs talented, experienced producer for early and late news, general assignment reporter, and photographer-editor with ENG experience. Resumes and salary requirements to Box B-178.

Editor: 16 mm film and 3/4-inch videotape. Opening now in major group-owned, top 10 market station in Northeast. Must have two years prior experience in editing for TV news. Equal Opportunity Employer. Box B-183.

We're looking for a No. 2 person in a big market who's ready to become No. 1 in a smaller market. We have big market standards and goals, and seek someone to shape the news product, build a staff of young reporters and photographers, and improve on our number one rating. We're in the Southeast, in an active news area and are ENG equipped. Send a letter selling us on your qualifications, your ideas, your news philosophy and your management style. Include resume. Salary open for the right person. We're an Equal Opportunity Employer. Box B-198.

Mature Co-Anchor/Reporter—Experienced, ability to communicate, with viewer. Good writer, positive attitude, desire to grow. Fully ENG. Northeast market, wage negotiable. Equal Opportunity, Affirmative Action Employer. Box B-203.

Reporter/Photographer—bureau chief for solo assignment in important city in our viewing area. Looking for creative self-starter with demonstrated ability for reporting and 16mm SOF photography. Great opportunity with No. 1 station in market. E.O.E. Box B-204.

TV Weather Person, Pennsylvania ABC Affiliate Group Owner. Medium Market. Meteorologist or equivalent qualifications desirable but not essential. Excellent salary and fringe benefits, exciting market. Send resume to Box B-205.

Reporter/Experienced—Cover beat, develop contacts, enterprise stories. A Journalist. Medium Market, Northeast, ENG. Equal Opportunity, Affirmative Action Employer. Box B-206.

Photographer Wanted by one of the Midwests most respected news operations. WMBD-TV seeks experienced photographer for ENG and 16 mm photo department. Tapes and resume to Bill Marshall, WMBD-TV, 3131 N. University Peoria, IL. E.O.E.

WMBD Peoria seeks two experienced Radio-Television news reporters for growing Midwest news operation. Solid journalist with 16 mm and/or ENG experience. Forward tapes and resume to Duane Wallace, WMBD-TV, 3131 N. University, Peoria, IL. E.O.E.

Photjournalist Wanted. KAKE-TV has an immediate opening for a reporter-photographer. Minimum 2 years professional experience. Degree preferred. Excellent working conditions and professional environment. Call Larry Hatteberg or Ron Loewen. 316-943-4221. EEO.

General Assignment Reporter—Heavy emphasis on early morning anchor: AM/FM/TV. Need self-starter with writing ability, experience, able to package—preferably ENG. Good development spot for right radio person. Salary negotiable. Equal Opportunity Employer M/F. Tape, resume to Frank Deaner, News Director, WSBT, 300 W. Jefferson Blvd. South Bend, IN 46601.

Managing Editor—number two person in progressive, innovative shop. Make assignments, produce 6 PM show, supervise staff of 23. Require person with minimum two years commercial television street reporting experience. Leading station in beautiful gulf coast market. Steve Grissom, WBBH, Fort Myers. 813-936-0195. E.O.E.

Sports Director with emphasis on local coverage, features and commentary. Must have TV anchor experience. Send video tape and resume to: News Director, WTVW-TV, PO. Box 7, Evansville, IN 47701. An Equal Opportunity Employer.

Sports Director—Aggressive, creative & knowledgeable for sports oriented major University market. Compile, edit, and deliver for 6 & 11 PM Newscasts. Tape and resume to Van Hackett, News Director, WBIK-TV, Knoxville, TN 37917. Equal Opportunity Employer.

Splitting the news audience isn't good enough! We need a news director who's a broadcast journalist; tough; organized; interested in people, production, promotion, public affairs, public relations and the community. He will direct and motivate capable, qualified staff in small Rocky Mountain market. Our TV station offers much to the right person. All applications acknowledged. Complete confidentiality maintained. Tell about yourself and what you'd like to do for us. Write GM, KFBB-TV, Great Falls, MT 59403.

Producer for Southeast Market TV station. Must have at least two (2) years experience in all phases of TV Production. Send resume to: Business Manager, PO. Box 1833, Orlando, FL 32802. We are an Equal Opportunity Employer.

Broadcast Journalism—To teach broadcast news and public affairs and other basic R-TV courses and to supervise students in newscasts on CATV. Master's degree required. Doctorate preferred. Sales experience desirable. Position available August, 1978. Rank and salary based on qualifications. Letter of application, resume and references to Dr. Jack Wilson, Chairman, Division of Communications, Morehead State University, Morehead, KY 40351. Morehead State University is an Equal Opportunity/Affirmative Action Employer.

Assistant professor of TV/radio news. University of Nevada-Reno seeks full-time teacher with at least M.A. degree and five years of full-time professional news experience, with emphasis in broadcasting. Salary depends on qualifications. Deadline for applications: March 15, 1978. Write Prof. L.W. Gilleland, chairman, Department of Journalism, University of Nevada-Reno 89557. An Affirmative Action/Equal Opportunity employer.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS**

Production Manager Group owned small Midwestern market, network affiliate. Minimum 4 years practical work history. Leadership and administrative ability. Salary commensurate with experience. Send resume to Box B-155.

Production Photographer for top 20 group owned station. Applicants must have strong background in all areas of photography. This position requires knowledge of E.N.G. equipment, 16mm film and still photography. Candidates must have the ability to supervise and operate a complete photo lab. An Equal Opportunity Employer. Send resume and references to Box B-168.

No. 1 Station in Market now accepting applications for Executive Producer/Director position. Experience with ENG location use and Sony editing a must. Qualified persons must also have minimum 3 years directing and switching. Job includes supervision of two program producers, producing live talk show, specials and program development. EOE. Box B-172.

Assistant or Associate Professor of Journalism. Position starting September 1978 teaching graduate and undergraduate courses in mass communications law, theory, and history, as well as international broadcasting. Knowledge of satellite communication desirable. Supervision of Master's degree theses. Candidates should have broad background in communications law and the ability to teach effectively. A Ph.D. is preferred but a person with an MA degree plus demonstrated teaching experience and extensive professional experience will be considered. Salary commensurate with education and professional experience. University of Georgia, an equal opportunity employer, invites applications from minority and women candidates. Applications should be sent by March 15 to: Chairman, Faculty Search Committee; Radio-Television-Film; School of Journalism and Mass Communication; University of Georgia; Athens, GA 30602.

Experienced Film Director. Prepare all Film programs, handle shipping. KOLU-TV, PO. Box 10,000, Reno, NV 89510. 702-786-8880. Affirmative Action Equal Opportunity Employer.

Graduate Faculty Positions—Ph.D. and commercial experience or M.A. and extensive commercial broadcasting experience, including EFP/ENG. Associate or Assistant positions to teach a combination of mass communication theory, broadcasting history, regulations, programming, audience research, production. One position will concentrate on production. Salary at Assistant 14 to 18.4M, at Associate 17 to 23M. The M.A. degree will be offered by the School of Communications of CBN University starting in the fall of 1978. CBN University is affiliated with the Christian Broadcasting Network and shares a distinctly evangelical educational philosophy. Applications should be sent by March 15 to Dean of Communications, CBN University, Pembroke Five, Virginia Beach, VA 23463.

Director, Visual Communication Center. Responsible for planning, budgeting, administration, and supervision. Center provides television production, captioning, photographic products, transparencies, and graphic art. Director also produces and directs television programs as necessary. Color studio, 12 channel CCTV. Require 6 or more years all phases television production, 3 or more years relevant supervisory experience, bachelor's degree in Communications or relevant field. Gallaudet College is a liberal Arts College for deaf students. EEO. Send resumes to: Ms. Singletary, Personnel Office, Gallaudet College, 7th Street & Florida Avenue, N.E., Washington, DC 20002.

SITUATIONS WANTED NEWS

Experienced in news and talk, but my good looks and authoritative bearing are wasted in radio. Want to move up to TV. Box B-171.

**SITUATIONS WANTED NEWS
CONTINUED**

Black reporter, 23, degree. ENG, film, editing, on air reporting; five years radio-television experience. I desire to relocate in South or Southwestern market. Box B-182.

Bilingual Mexican American looking for reporting job with medium or large market news organization. Five years radio and one and a half years television news experience. BA communications... will relocate. Box B-184.

Award-winning TV reporter. Excellent background with highly-regarded news station. Experience includes: network feeds; investigative mini-docs; and stint as medium market News Director. Seek post in South, Southwest, or West. Box A-141.

TV Sportscaster now available for position anywhere. 2 years TV experience 1 year interning experience in major market. College degree from top "J" school in the South. Good credentials, qualified experience. Contact David. 305-651-4937. Resume, tape, immediately available upon request.

Experienced female reporter seeks reporter position in Los Angeles area. Prefer nights, weekends or part time. Phone Lesley Nickel 213-476-7853 or write 457 Kenter Ave. L.A., CA 90049.

Resourceful/Seasoned News Director wants to return to television in small market. Wayne Sorge 214-657-2627.

Hardworking, Experienced Radio Journalist. Looking for beginning TV. News position. Available immediately. 301-881-1327 before noon.

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.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION AND OTHERS**

Executive Producer/Program Director, nine years major market and corporate experience as writer, producer, director of live, film, and video tape productions. Graduate degree in Public Communications. Box B-127.

TV and Radio Copywriter. Have written copy for Hollywood TV studios. 203-523-9318.

Assistant Director in top ten market seeks Producing/Directing position in smaller market. No geographic preference. Masters Degree in Broadcasting, excellent references, tapes and resume available. Box B-187.

Production Specialist seeking Any creative position with quality organization. 7 years experience, everything from Producer-Director to Cameraman. Graham Brinton, 215-664-3346.

Young energetic director/equipment operator. Experience directing news, excellent operating camera and switching. Resume and tape available: Dana Levin, 1740A Regency Way, Chula Vista, CA. 714-420-0624.

Public Affairs officer for government agency in Washington seeks position with your station (West preferred). Miracle worker at community relations, good writer, on-camera spokesperson. Call Mark Samuelson. 202-244-4386 after 6 pm EST.

CABLE

HELP WANTED TECHNICAL

Vice President—Engineering. Medium sized MSO has opening at Philadelphia headquarters for Engineering Vice President with responsibility over nine systems serving 100,000 subscribers. Anticipate 1,000 miles of construction over 24 months. Should have field experience as Chief Technician of large system or MSO Regional Engineer. Unique opportunity to grow with company. Stock options, fringe benefits, salary commensurate with experience. Please send Resume or call George W. Bohn at 215-667-4200. Comcast Corporation, One Belmont Ave., Suite 227, Bala Cynwyd, PA 19004.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Ilurbide 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.

Paul Schafer Wants to buy clean 1KW AM Transmitters and Schafer 800T Automation Systems. Phone 714-454-1154 or write Schafer International, 5801 Soledad Mtn Rd., La Jolla, CA 92037.

5KW Transmitter, Two Tower Phasor and Tuning Boxes, Antenna Monitor, and Two 170' Towers. Contact Jimmy Joyn, KYKR AM/FM, Box 2307, Port Arthur, TX 77640. 713-727-0771.

I need an SCA Monitor that will work with a Collins 900 C-2. Call collect, Stan Hagan area 318-281-1383. KVOB, Bastrop LA.

FOR SALE EQUIPMENT

5" Air Heliox—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.

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.

One-RCA TR4 MI43301A1 Serial No. 40207, Two headwheel panels MI40760. Contact Carland, Inc. 816-842-6098.

Cameras - GE PE250 (Kitted to 350 specifications). Two chains complete with GE-115 Encoders, CBS 8400 Enhancers, HF PD-3 Pedestals, 400 feet cable. Contact Dick Payne. 205-281-2900.

Transmitter Plant (Channel 12), RCA TT50AHLA Transmitter, RCA TF-12AH Antenna. Idec 750 foot guyed tower. Heavy-duty 7 foot face. Much auxiliary equipment, including RF load, monitors, spare parts, etc. This plant was performing to "proof" specifications when de-activated 9/1/77. Contact Dick Payne. 205-281-2900.

28 Foot Custom Mobile Teleproduction Van: 2 color, broadcast std, cameras, 10x1 lenses; mics, lurntable, R/R and cart tape, 11-in mixer; wave and v-scopes; SEG/chroma key; 1K-page character generator; 3/4" decks, editor, TBC; all accessories included. Write Box B-176.

AM Transmitters: Gates BC5-P2-5KW, Gates BC-5P-5KW, RCA BTA-5H-5KW, RCA BTA-5F-5KW, RCA BTA-1R1-1KW, Gates BC-1T-1KW, Collins 20V2-1KW, Collins 20V3-1KW, Gates BC-1F-1KW, RCA-BTA-250M-250W, Communications Systems Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

FM Transmitters: Collins 831-G18-20KW, Gates FM-10-G-10KW, Collins 830F-1A-10KW, Bauer 610A-10KW, Gates FM-5B-5KW, RCA BTF-5B-5KW, RCA BTF-5D-5KW, Gates FM-1C-1KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

Package of TV equipment used just six months in cable TV operation. Includes 3 Sony recorders (Models V02850 and V01800 and portable V03800); three cameras—Sony color portables (2) (model DXC1600 including camera control units and AC power adapters) and (1) Sony color video studio camera model DXC1200; NTSC color Genlock sync generator; Signalmaster TBC and much more. Package Price: \$26,000, or make offer. Will consider selling individually. For complete list, 1-208-882-2551, Dennis, Larry.

Good standby Gates BC-250-GY 250-Watt transmitter presently on 1400 Khz. Meets proof standards. Includes spare tubes, remote plate-voltage adjust meter. Make offer. 1-208-882-2551. Dennis, Larry.

Tapecaster 700RP Record-Play Cart Machine S350; Two Tapecaster 700P Play Cart Machines S275 each. All units just removed from air studio and are in good working order with no modifications. 513-866-2471 during regular business hours.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B. San Francisco 94126.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Hundreds of Deejays renewed again! Guaranteed funnier! Freebie, Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

MISCELLANEOUS

Have a client who needs a jingle? Call us, Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

Editorial Capsule Opinion research weekly. Trial subscription—\$3.78 Broadcast Service Assoc., 663 Fifth Ave., New York, 10022.

Custom Station ID packages, jingles, sound logos. Reasonable rates. For information write: Nutmeg Music, 4E Beach St., Bethel, CT 06801.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin March 27, May 8. 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 apvd. 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.

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, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

Bill Elkins proudly announces the opening of Elkins Radio License School in Oklahoma City, Inc., at 4801 N. Classen Blvd., Suite 100, Oklahoma City, OK 73118, 405-842-4862.

San Francisco, FCC License. 6 weeks 3/13/78. Results guaranteed, Veterans approved. SCHOOL OF COMMUNICATION ELECTRONICS, 150 Powell St., 94102 415-392-0194.

RADIO
Help Wanted Management

ENGINEERS DREAM

Brand new Gates Mw5A Transmitter, S.T.L., new broadcast house under construction. WJAR-AM, Providence, Rhode Island, 5KW Full-Time needs working Chief Engineer, must have experience in Directional Transmitter and Studio Operation. Send resume including salary requirements to Donald S. Kane, VP & GM, WJAR-AM, 176 Weybosset Street, Providence, RI 02903. An Equal Opportunity Employer.

ACCOUNT EXECUTIVE

Arbitron's New York office has an immediate opening for a salesperson to call on advertisers and advertising agencies.

We're looking for an outstanding individual with 3-5 years experience, preferably with a broadcast sales or advertiser/agency media background.

If you are a person who can "get the job done," send your resume and salary history to:

Personnel Director
The Arbitron Company
1350 Avenue of the Americas
New York, NY 10019
An Affirmative Action Employer M/F

**RADIO MANAGERS
SALES MANAGERS
FAR WEST**

New West Coast small-to-medium market group wants aggressive, sales oriented broadcasters for Station Managers and Sales Managers. Five years broadcasting experience minimum qualification with good knowledge of FCC rules. Submit resume, earnings record, and salary requirements in complete confidence for screening. If qualified, you will be contacted with details of job opportunity before client reviews your resume. All replies absolutely confidential. No phone response, please!

William A. Estline, Inc.
31 CARROLL COURT, SAN RAFAEL, CA 94903
(415) 479-0717
MEDIA BROKERS - CONSULTANTS

Help Wanted Management
Continued

**GENERAL
SALES MANAGER**

Top 100 Central California fulltime AM/FM facility needs strong general manager who is sales oriented and able to take the dual position of general sales manager. Above average individual will receive substantial compensation based on performance. Successful candidate may now be general sales manager in larger market who is ready to move up to general manager.

In first letter, please detail your education and employment history. References required but will be contacted only after first interview and then only with your approval. Our personnel know of this ad. Box B-185.

Help Wanted Sales

SALES MANAGER

Medium Market AM/FM radio station in New York needs a Sales Manager to handle National and Local sales.

We are looking for an experienced individual in sales and management to direct a successful sales staff. Candidate must have strong background in retail, co-op and national sales.

Top salary and fringes to right person. Send resume, along with billing history, salary history and requirements to Box B-120. All replies held in strict confidence. An equal opportunity employer.

Help Wanted Announcers

**Need all night
talk/music host**

\$150-\$175 per week

Beginning 24 hour broadcast tape and resume to: Bill Rogers, WMBD, 3131 N. University, Peoria, IL 61602.

MAJOR MARKET TALKER

Midwest major market talk station now accepting resumes from creative, fun loving talk show hosts. Also looking for a dynamic and opinionated sports talk show personality. This is the opportunity you've been working towards. Send resume to Box B-174.

**RADIO
PERSONALITIES**

Announcers; Operations Managers; for both Country and Contemporary formats. Stuart Broadcast Group. Call Orv Koch, 402-475-4204. An Equal Opportunity Employer.

**MORNING DRIVE
PERSONALITY**

For 50,000 watt station in top ten market. This could be the last job you'll need in radio. Top salary for creative, experienced personality. All replies confidential. E.O.E./M-F. Resumes to Box B-141, Broadcasting.

Help Wanted Programing,
Production, Others

PROGRAMMER

Leading syndication company is growing and needs additional program help. Creative, challenging positions are management level working with some of the industry's best people. Candidate should present growth record of success, and enjoy working with people. Rock, Beautiful Music, Country experiences desirable. Knowledge of automation helpful, expense paid travel essential. Headquarter in sunny warm climate. All replies confidential. EOE. Resume, salary history to: Box B-201 c/o Broadcasting.

Help Wanted Animators,
Designers, Artists

COMPUTER IMAGE CORPORATION

home of computer animation is expanding its operations! Resumes are being accepted for:

- Animators
- Designers
- Artists

Those accepted will animate with the Scanimate Computer and the world's only CAESAR ANIMATION COMPUTER! Reply in confidence to:

Hal Abbott
Computer Image Corporation
2475 W. 2nd Ave. Suite C
Denver, CO 80223
(303) 934-5801

Situations Wanted Management

25 Yr. Pro

seeks Gen. Mgr. position in small market. Strong sales and all phases of announcing, inc. play by play. Frugal Mgr, hard working family man, community involvement leader. Sober, very dependable. Lou Shabolt 1501 Kimberly Rd., New Bern, N.C. 28560, 919-637-2486.

**TELEVISION
Help Wanted Sales**

**COMPUTER SYSTEM
SALES**

A leading broadcasting business automation firm is seeking qualified candidates for the positions of regional or national sales representatives. Persons with extensive broadcasting experience (at least at the middle-management level), high sales skills, and a good conceptual understanding of computerized traffic and accounting systems will be considered. Substantial compensation plus all travel expenses paid. Heavy travel required. Various territories are open. Provide a complete resume plus a letter describing your interest in the job and desired compensation levels to Box B-128, BROADCASTING magazine.

Help Wanted Technical

Needed Immediately:

Chief engineer to work long hours to build from scratch new UHF station (NBC affiliate) in rapidly growing New England single station market. Candidates should be presently or recently employed and have UHF (or extensive VHF) experience. Call, don't write. Paul Taft 713-622-1724. EEO employer.

In-plant Sales Engineer

If you're an experienced salesperson looking for a challenging in-plant position, the Grass Valley Group has an unusual opportunity for you in an excellent location—the serene, recreationally abundant foothills of California's Sierra-Nevada Mountains.

This new marketing position has been created because of company expansion and offers an excellent opportunity for professional advancement. The ideal candidate must have a comprehensive technical understanding of the total broadcast system. Previous experience in broadcast equipment sales and broadcast engineering is essential.

Interested and qualified applicants are invited to send a resume in confidence to Val R. Marchus, The Grass Valley Group, Inc., PO Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F.

A Tektronix Company

The Grass Valley Group

CAREERS IN TELEVISION ENGINEERING ENGINEERING SUPERVISOR

RKO General, Boston Division has immediate openings for the following positions.

For the candidate who can supervise technicians assigned to television production and maintenance. A solid technical background, FCC FIRST CLASS LICENSE and a minimum of 5 years of television broadcast experience is also required. Previous supervisory experience a real plus.

TECHNICIAN

Experience in studio broadcasting and an FCC FIRST CLASS LICENSE are required. A background in electronics is also desirable.

RKO General offers a liberal compensation package.

For prompt consideration, forward your resume including salary requirements to:

Personnel Department
RKO General Building, Government Center,
Boston, MA 02114

An Equal Opportunity Employer M/F/H/Vets



WNAC-TV BOSTON
A CBS AFFILIATE

PUBLIC TV

Transmitter Engineer II
KYIN, Channel 24, St. Ansgar, Iowa
Beginning Salary: \$11,882

Operates Electronic Equipment makes minor adjustments at Transmitter site.

Merit qualifications: 1st Class Radio/Telephone Operator License and 1 year employment maintaining, operating and repairing TV Transmitter facility.
Contact:

Iowa Public Broadcasting Network
Personnel Office, P.O. Box 1758
Des Moines, Iowa 50306
(515) 281-4498
An Equal Opportunity Employer

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.

BROADCAST FIELD ENGINEERS

RCA Service Company has several 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. S.W. Geary
RCA Service Company
Bldg. 201-2 Cherry Hill
Camden, N.J. 08101

Equal opportunity employer F/M.

RCA



WRC-TV 4

Broadcast Engineers

WRC-TV, NBC's Washington, D.C. owned station, has immediate openings for experienced broadcast engineers on both its regular and temporary staff.

We're seeking professionals with at least three years' practical experience, who hold a minimum FCC 1st Class radiotelephone operator's license. You should have experience with modern broadcast technology.

We offer superior salaries with fully paid benefits. (These are NABET-represented positions). Our work tours are based on a 40-hour, 5-day week, and you must be available for any type of shift work, including weekends.

To apply, you must send a resume or letter detailing your work history, in complete confidence to: Personnel, Dept. B13, WRC-TV, 4001 Nebraska Avenue, NW, Washington, D.C. 20016. We are an equal opportunity employer, and invite response from minority and female applicants.

Help Wanted News

WMBD-TV Peoria, Illinois

Seeking experienced authoritative co-anchor for 6 and 10 pm news. Producing experience an asset. Applicants should be solid journalists. E.O.E. Tapes and resumes to Duane Wallace, News Director, WMBD-TV, 3131 N. University, 61604.

METEOROLOGIST

Top twenty market. AMS Seal required. Prefer 3 yrs experience in top 75 markets. Send resume and cassette to News Director, WFLA-TV, PO Box 1410, Tampa, FL 33601. E.O.E.

TOP TEN MARKET

is looking for an experienced weekend co-anchor/reporter. Send resume and script samples to Box B-189. Equal opportunity employer.

Help Wanted Programing, 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.

TV SWITCHER DIRECTOR

Experience with Vital switcher preferred. Send pertinent details to: Jack Mahoney, General Manager
WTVR-TV
3301 West Broad Street
Richmond, Virginia 23230
Equal Opportunity Employer

Situations Wanted Management

BROADCAST ADMINISTRATION

22 yr. old Drake University M.B.A. candidate with B.S. in Finance and Investments from the University of Maryland desires to secure administrative position leading to a career in Broadcast Management. Outstanding background with 4 years of Major Market Radio experience. Box B-149.

Help Wanted News Continued

Wanted

Resumes and video cassettes from experienced anchors, sports reporters, weathercasters, street and feature reporters, news directors, assignment editors, producers and photographers.

We are a leading company in the broadcasting industry. We do not hire or place talent, but we are often asked by leading television stations to recommend experienced news people. If you qualify, you will be on file and available to TV station management seeking news talent.

Material will be returned on request. Send your resume and/or video cassette to P.O. Box 3474, Grand Central Station, New York 10017.

Situations Wanted Announcers

TALK SHOW HOST AVAILABLE

Contemporary topics, strong 18-49 demos. Can stimulate lively discussion without aggression.

Major market pro, looking for same.

Will also consider writing and producing feature/interview/commentary material

Write

c/o Thom
339 N. 9th
Noblesville, Ind. 46060

Or phone 317-773-2676

Business Opportunity

\$\$ Cash for Your Unsold Time \$\$ Money in Your Mailbox Next Week!

Our professional broadcast salespeople sell community service campaigns for your station by WATS line. AM-FM, any size, anywhere. We have a few openings now. Thousands in extra billing immediately!

BROADCAST SALES ASSOCIATES
9470 Ulmerton Road
P.O. Drawer 1590
Largo, FL 33540
(813) 586-1517 (24 Hours a day)

Consultants

BROADCAST SALES CONSULTANT

Jack Magan, one of the broadcast industry's foremost sales authorities, will come into your market and work directly with your local sales force for 30-90 days. Highly professional, innovative approach to solving your station or group's sales problems. Excellent references. Proven results. 512/699-0079.

Audience Research

Professional Research Services

SURVEYS from \$339.00 - Write or call for brochure

- Increase sales revenue
- Achieve greater respect at the agency level
- Increase station prestige among employees

6806 S. Terrace Rd. Tempe, Az 85283 (602) 839-4003

Radio Programing

Could your programing use a breath of fresh air?

ANYBODY HOME?

... with Captain Stubby and Charles Homer Bill. The BEST 5 minutes in country humor!!!

Contact: Connie Livingston
FAMILY BROADCASTING COMPANY
 5540 Harvey Avenue
 La Grange, Illinois 60525
 312-352-3297



LUM and ABNER

5 - 15 MINUTE
 PROGRAMS WEEKLY
Program Distributors
 11 VISTA DRIVE
 LITTLE ROCK, ARK. 72210
 Phone (501) 378-0135

Free Golf/Car Rental

FLORIDA FREE GOLF

Completely furnished delux 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

For Sale Equipment

50 KW AM TRANSMITTER

Presently operating RCA BTA-50 G transmitter with spare parts and tubes. Price includes tuning on your frequency.

For information on price and condition, contact Phillip Rogers, Engineering Manager, WCAR, 18900 James Couzens Highway, Detroit Michigan 48235 (313) 345-8600.

Free Film

FREE FILMS? CALL **MODERN TV**

The leading distributor. We have the most PSA's & newsclips too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040. (516) 437-6300.

Employment Service

EXCLUSIVE RADIO JOB OPENINGS



The "World's Fastest Weekly Jobsheet" is

- GUARANTEED
- TELEPHONE CENTRALIZED (24 hrs!)
- EXCLUSIVELY RADIO

13 issues (3 months) \$12
 50 issues (full year) \$30.

STATIONS!! YOUR LISTINGS ARE FREE!
 (904)252-3861

Box 678, Daytona Beach, Fla. 32017

FREE SAMPLE

Public Notice

FORECLOSURE SALE

On February 24, 1978, at 10:00 o'clock A.M. at the offices of Irell & Manella, 1800 Avenue of the Stars, Suite 900, Los Angeles, California 90067, there shall be sold to the highest bidder for cash, pursuant to the foreclosure of a security interest, the following property:

That certain motion picture photoplay, television film or series of television films presently entitled "Song of Russia" an original screenplay by Jim Shelby and Charles S. Tobias, directed by Charles S. Tobias, and having as its principal player Joseph Cotten, together with all physical property thereof (including all negatives and prints thereof), the copyright therein (including all renewals and extensions thereof) and all revenues, proceeds and receipts to accrue or to be derived therefrom.

The above-described property is being sold subject to a prior lien in the amount of \$6,000 held by Consolidated Film Industries for services rendered regarding all negative pre-print elements manufactures by Consolidated Film Industries and other services rendered with respect thereto.

The undersigned reserves the right to bid at said sale.

For further information, please call: Richard F. Broude, (213) 277-1010.
 Seymour Weintraub

Wanted To Buy Stations

Gulf States FM/AM

Experienced broadcaster needs medium or near major market FM/ and or AM. Cash available. Write General Manager, Box B-154.

TEXAS RADIO

Managing partner has sold his percentage of KBUK in Baytown, Texas. Wants to stay in Texas market if possible. Let's talk about your Texas AM, FM or AM/FM combo. Will consider all size markets. Call Dave Perkins 713-427-8117.

PUBLIC COMPANY

interested in acquisitions and/or mergers.
 T.V.—Radio.
 Profitability not a factor.
 Reply Box E-69.

For Sale Stations

Full Time AM

on regional frequency located in New Jersey Metro Market. Principals only. Box B-102.

California
Garden Spot
\$325,000 Terms
W. John Grandy
Broadcasting Broker
773 Foothill Boulevard
San Luis Obispo, California
93401
805-541-1900

W	Small	AM	\$70K	\$35K
W	Small	AM/FM	\$275K	Terms
W	Small	Fulltime	\$350K	\$101K
MW	Small	Profitable	\$655K	\$175K
MW	Medium	AM	\$380K	29%

Atlanta, Boston, Chicago,
 Dallas, Los Angeles

CHAPMAN ASSOCIATES
 nationwide service

1835 Savoy Dr., N.E., Atlanta, Ga., 30341

- AM/FM single station market in Miss. FM heard in adjacent city. Automated. Good buy. \$15,000 down if financially responsible.
- 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 Northern 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.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Oregon fulltimer. Profitable. \$180,000. Terms.
- Class "C" Stereo. Central Texas. 30,000 pop trade area. Good billing. \$260,000.
- Daytimer. Southern Georgia. \$265,000.
- Cable TV operation in Indiana. A good buy. \$380,000.
- Stereo in Maryland. \$285,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
 615-894-7511 24 HOURS

**MEDIA BROKERS
APPRAISERS**
RICHARD A.
Shaheen INC.
435 NORTH MICHIGAN - CHICAGO 60611
312-467-0040



For Sale Stations Continued

FM For Sale
I want out of Class A serving small towns and large college town. Convince me that you can turn around loser with good potential and I'll finance the sale for you. Small down. Starting by writing Box B-196 Broadcasting.



THE
KEITH W. HORTON
COMPANY
P.O. Box 948
Elmira, N.Y.
14902
(607) 733-7138
BROKERS AND
CONSULTANTS
TO THE
COMMUNICATIONS
INDUSTRY

**Major Market S.E.
For Sale**
Owner retiring. Valuable land, big profit and cash flow. \$1,000,000 cash. Contact Owner Box B-152.

AM DAYTIMER
in heart of South Carolina Swamp Fox Country. Positive cash flow last six years; annual gross in mid eighties. Reply Box B-209.

H.B. La Rue, Media Broker
RADIO • TV • CATV • APPRAISALS
WEST COAST: 1904 RUSS BUILDING - SAN FRANCISCO, CALIFORNIA 94104
415/773-6674
EAST COAST: 810 EAST 53RD ST., NO. 3D, NEW YORK 10038
212/288-0737

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

**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

- 403. **AM-FM BROADCAST STATION PLANNING GUIDE** by Harry A. Elkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8 1/2 x 11". illustrated. **\$12.95**
- 406. **THE BUSINESS OF RADIO BROADCASTING** by Edd Roult. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated **\$12.95**
- 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**
- 419. **HOW TO BECOME A RADIO DISC JOCKEY** by Hal Fisher. Essentially a course in showmanship. This book teaches all the techniques needed to become a successful broadcast announcer (or disc jockey) 256 pages, illustrated **\$12.95**
- 422. **HOW TO WRITE NEWS FOR BROADCAST & PRINT MEDIA** by Oavid Dery. A complete handbook on journalism for the student or practicing newsmen in both print and broadcast fields. 192 pages. **\$9.95**
- 423. **MANAGING TODAY'S RADIO STATION** by Jay Hoffer. Outlines principles evolved by the author during his 20 years as a broadcaster 288 pages, illustrated **\$12.95**
- 428. **ORGANIZATION & OPERATION OF BROADCAST STATIONS** by Jay Hoffer. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages. **\$12.95**
- 440. **VIDEO TAPE PRODUCTION AND COMMUNICATION TECHNIQUES** by J.L. Efrain. A complete text on the production of video recording for effective communications. Tells how to put professional techniques to work. 256 pages, illustrated glossary, index. **\$12.95**
- 452. **THE MINI-DOCUMENTARY—Serializing TV News**, by Stanley Field. Now you can learn all there is to know about making a minidocumentary from experts who are engaged daily in the production of this newly emerging and highly effective communications medium. The author presents the keys to successful presentation of serial documentaries, based on interviews with producers, cameramen, editors and sound men—professionals with hands-on contact with the mini-documentary. 252 p., 28 ill. **\$12.95**
- 453. **TV LIGHTING HANDBOOK**, by Or. James A. Carroll & Or. Ronald E. Sherriffs. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly needed technicians and aquaint producers, directors, anyone involved in production, with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out. 228 p., including 4-color section. **\$12.95**
- 456. **JOURNALIST' NOTEBOOK OF LIVE RADIO-TV NEWS**, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 p., 29 ill. **\$12.95**

BROADCASTING BOOK DIVISION
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Stock Index

Stock symbol	Exch.	Closing Wed. Feb. 8	Closing Wed. Feb. 1	Net change in week	% change in week	High	1977-78 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
Broadcasting										
ABC	N	36 1/8	35 5/8	+ 1/2	+ 1.40	46 3/4	35 3/8	7	19,152	655,741
CAPITAL CITIES	CCB	56	55	+ 1	+ 1.81	60 1/2	44 3/4	10	7,431	418,936
CBS	N	45 7/8	46 1/2	- 5/8	- 1.34	62	45 7/8	7	28,100	1,289,087
COX	N	33	33			35 1/4	25 1/2	9	6,185	204,105
GROSS TELECASTING	GGG	14 5/8	14 3/8	+ 1/4	+ 1.73	15 1/2	13 5/8	7	300	11,700
KINGSTIP COMMUN.	KTVV	6 1/2	6 1/2			7	3 7/8	12	462	3,003
LIN	O	25 1/4	24 1/8	+ 1 1/8	+ 4.66	25 1/4	16 1/2	9	2,745	69,311
MOONEY**	MON	2 5/8	2 5/8			2 5/8	1 7/8		425	1,115
RAHALL	RHL	19 1/2	19 1/2			19 1/2	8 5/8	21	1,231	24,979
SCRIPPS-HOWARD	SCRP	30 1/2	31 1/2	- 1	- 3.17	37	30 1/2	7	2,539	78,964
STARR	SEG	2 1/2	10	- 7 1/2	- 75.00	10		2	1,487	3,717
STORER	SFK	24	21	+ 3	+ 14.28	26 7/8	19 3/8	9	4,876	117,024
TAFT	TFB	31 3/4	30 1/2	+ 1 1/4	+ 4.09	33 7/8	24 5/8	7	4,119	130,778
TOTAL									78,702	3,008,460

Broadcasting with other major interests											
ADAMS-RUSSELL	AAR	A	7	7		7	3 3/4	8	1,229	8,603	
JOHN BLAIR	BJ	N	18 5/8	17	+ 1 5/8	+ 9.55	19 3/4	11 1/8	5	2,432	45,296
CHRIS-CRAFT	CCN	N	8 3/4	7 3/4	+ 1	+ 12.90	9 3/8	4 1/2	17	4,451	36,946
COMBINED COMM.	CCA	N	29 7/8	28 3/8	+ 1 1/2	+ 5.28	33 1/4	19	9	6,920	206,735
COMLES	CWL	N	18 1/8	18	+ 1/8	+ .69	18 1/8	12 1/2	20	3,969	71,933
DUN & BRADSTREET	DNB	N	28 7/8	27 1/2	+ 1 3/8	+ 5.00	31	26 1/4	14	26,339	760,538
FAIRCHILD IND.	FFN	N	17 3/4	16 3/8	+ 1 3/8	+ 8.39	17 3/4	9 1/2	11	5,708	101,317
FUDUA	FOA	N	9 1/2	9 3/8	+ 1/8	+ 1.33	13	8	6	9,396	89,262
GANNETT CO.	GCI	N	36	35 1/2	+ 1/2	+ 1.40	40 3/4	32 3/4	15	22,430	807,420
GENERAL TIRE	GY	N	24	24			29 1/4	22 3/8	5	22,242	533,808
GLOBE BROADCASTING	GLBTA	O	4 5/8	4 5/8			4 5/8	2 1/8		2,772	12,920
GRAY COMMUN.	O	13 1/2	13	+ 1/2	+ 3.84	13 1/2	8	6	475	6,412	
HART-HANKS*	HHN	N	32 1/2	32 1/2			36	26	12	4,477	145,502
JEFFERSON-PILOT	JP	N	27 3/4	27 3/4			32 3/8	26 5/8	9	23,400	649,350
MARVIN JOSEPHSON	MRVN	O	14 1/4	14 3/4	- 1/2	- 3.38	17 1/4	10 1/4	8	1,978	28,186
KANSAS STATE NET.	KSN	O	10	9 1/2	+ 1/2	+ 5.26	10	4 3/4	1	1,727	17,270
LEE ENTERPRISES	LNT	A	23 1/4	24 1/2	- 1 1/4	- 5.10	28 1/8	22 1/4	10	4,930	114,622
LIBERTY	LC	N	23 1/4	22 1/2	+ 3/4	+ 3.33	24 3/4	18	7	6,762	157,216
MCGRAW-HILL	MHP	N	17 7/8	17 3/8	+ 1/2	+ 2.87	19 5/8	15 5/8	9	24,675	441,065
MEDIA GENERAL	MEG	A	14 1/8	14 1/4	- 1/8	- .87	20	13 5/8	7	7,277	102,787
MEREDITH	MCP	N	27 7/8	27	+ 7/8	+ 3.24	28 7/8	17 3/8	7	3,074	85,687
METROMEDIA	MET	N	37 3/8	34	+ 3 3/8	+ 9.92	37 3/8	25 1/4	8	6,707	250,674
MULTIMEDIA	MMED	O	17	16 1/4	+ 3/4	+ 4.61	27 1/2	16 1/4	7	4,394	74,698
NEW YORK TIMES CO.	NYKA	A	18 1/4	17 7/8	+ 3/8	+ 2.09	19 1/2	15 3/4	8	11,422	203,451
OUTLET CO.	OTU	N	19 7/8	20	- 1/8	- .62	24 1/4	16 5/8	7	2,290	45,513
POST CORP.	POST	O	22	22			24	16 1/4	7	867	19,074
REEVES TELECOM	RET	A	3 1/8	2 7/8	+ 1/4	+ 8.69	3 1/8	1 3/4	52	2,381	7,440
ROLLINS	RCL	N	17 1/4	17 1/8	+ 1/8	+ .72	24 1/4	17 1/8	9	33,000	569,250
RUST CRAFT	RUS	A	24	24			24	8 1/2	14	2,297	55,128
SAN JUAN RACING	SJR	N	9 3/8	8 3/8	+ 1	+ 11.94	11 3/4	7 5/8	14	2,509	23,521
SCHERING-PLOUGH	SGP	N	28	31 1/4	- 3 1/4	- 10.40	44 3/4	28	9	54,084	1,514,352
SODERLING	SOB	A	10 1/2	10 1/4	+ 1/4	+ 2.43	12 7/8	8 3/8	5	1,103	11,581
TECH OPERATIONS	TO	A	3 5/8	3 3/4	- 1/8	- 3.33	4 3/4	2 3/8	17	1,344	4,872
TIMES MIRROR CO.	TMC	N	23 1/2	22 3/4	+ 3/4	+ 3.29	25 3/8	20 3/4	9	33,911	796,908
WASHINGTON POST CO.	WPJ	A	32	32			35 1/8	21 3/4	9	8,545	273,440
WOMETCO	WOM	N	13 3/8	13 1/8	+ 1/4	+ 1.90	14 3/4	10 7/8	9	9,404	125,778
TOTAL									360,921	8,405,520	

Cablecasting											
ACTON CORP.	ATN	A	6 7/8	6 3/8	+ 1/2	+ 7.84	7 3/8	3 1/8	8	2,710	18,631
AMECO*	ACD	O					1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	40	40			41 3/4	19 3/4	22	3,853	154,520
ATHENA COMM.** *	O	7/8	7/8			7/8	1/8			2,125	1,859
BURNUP & SIMS	BSIM	O	4 1/2	4 1/8	+ 3/8	+ 9.09	4 3/4	3 1/8	20	8,370	37,665
CABLE INFO.	O	1	5/8	+ 3/8	+ 60.00	1	1/2	5		663	663
COMCAST	O	6 3/4	6 1/2	+ 1/4	+ 3.94	6 3/4	3 3/4	12	1,651	11,144	
COMMUN. PROPERTIES	CPM	U	10 3/8	8 1/2	+ 1 7/8	+ 22.95	10 3/8	3 5/8	25	4,816	49,966
ENTRON*	ENT	J	2 1/4	2 1/4			2 1/4	7/8	2	979	2,202
GENERAL INSTRUMENT	GRI	N	21 1/4	21 3/8	- 1/8	- .58	23	17 5/8	8	7,508	159,545
GENVE CORP.**	GENV	O	11 1/8	11	+ 1/8	+ 1.13	12 1/2	7 1/2		1,121	12,471
TELE-COMMUNICATIONS	TCOM	J	13 3/8	14	- 5/8	- 4.46	14	2 7/8	67	5,281	70,633
TELEPRINTER	TP	N	8 5/8	9	- 3/8	- 4.16	9 3/8	6 3/4	20	16,793	144,839
TEXSCAN	TFXS	O	1 5/8	1 5/8			2	1 1/4	10	786	1,277
TIME INC.	TL	N	35 7/8	35 1/2	+ 3/8	+ 1.05	38 1/4	31 3/4	9	20,349	730,020
TRICOM	TRCM	J	3 3/4	3 3/4			4 5/8	2 1/4	8	894	3,352
UA-COLUMBIA CABLE	UACC	O	23 3/4	23 3/4			26	15 1/2	16	1,679	39,876
UNITED CABLE TV	UCTV	O	10 5/8	10 1/4	+ 3/8	+ 3.65	10 5/8	3 7/8	37	1,915	20,346
VIACOM	VIA	N	17 1/2	17 5/8	- 1/8	- .70	20	9 1/2	13	3,750	65,625
TOTAL									36,453	1,524,634	

Stock symbol	Exch.	Closing Wed. Feb. 8	Closing Wed. Feb. 1	Net change in week	% change in week	High	Low	1977-78	P/E ratio	Approx. shares out (000)	Total market capitalization (000)		
Programming													
COLUMBIA PICTURES	CPS	N	15 7/8	15 1/8	+	3/4	+	4.95	20 1/2	7 3/8	6	6,748	107,124
DISNEY	DIS	N	34 1/2	33 7/8	+	5/3	+	1.84	47 5/8	32 1/2	14	32,380	1,117,110
FILMWAYS	FWY	A	8 7/8	9 3/8	+	1/2	+	5.97	9 7/8	6 7/8	7	2,579	22,888
FOUR STAR			1 1/4	1 1/8	+	1/8	+	11.11	1 1/4	3/4	13	566	932
GULF + WESTERN	GW	N	11 3/4	11 1/8	+	5/3	+	5.61	19 3/8	10 1/4	5	48,215	566,526
MCA	MCA	N	35	34 1/4	+	3/4	+	2.18	42 3/4	32	8	10,554	649,390
MGM	MGM	N	26 1/2	26 5/8	-	1/8	-	.46	28	16	12	14,111	373,941
TRANSAMERICA	TA	N	14	13 7/8	+	1/8	+	.90	16 1/2	13 1/2	6	66,731	934,934
20TH CENTURY-FOX VIDEO CORP. OF AMER.	TF	N	22 3/4	24 1/4	-	1 1/2	-	6.18	25 7/8	10	4	7,786	177,131
WARNER	WFI	N	4 1/2	4 1/2					6 1/2	3 1/2	6	973	4,378
WRATHER	WFO	A	31 7/8	31 1/2	+	3/8	+	1.19	32 3/4	25 3/4	7	14,352	457,470
			8 7/8	9	-	1/3	-	1.38	9 1/4	4 1/2	9	2,243	19,906
TOTAL										215,389		4,431,630	

Service

ARDO INC.	ARDO	O	25 1/4	25	+	1/4	+	1.00	29 3/4	22 1/2	7	2,513	63,453
COMSAT	CG	N	33 1/4	32 1/4	+	1	+	3.10	36 3/4	28 3/4	9	10,000	332,500
DOYLE DANE BERNBACH	DGYL	O	17 3/4	13	-	1/4	-	1.38	22	16 3/4	5	1,876	33,299
FOOTE CONE & BELDING	FCB	N	16 3/4	16 1/4	+	1/2	+	3.07	18	14 3/4	7	2,304	38,592
GREY ADVERTISING	GREY	O	28	29	-	1	-	3.44	32	16 1/2	5	716	20,048
INTERPUBLIC GROUP	IPG	N	28 3/8	26 7/8	+	1 1/2	+	5.58	39 1/4	22 1/2	8	2,387	67,731
ICI COMMUNICATIONS	ICIC	O	4	3 7/8	+	1/8	+	3.22	4 1/4	7/8	40	20,137	90,548
MOVIELAB	MOV	A	1 1/4	1	+	1/4	+	25.00	3	1	3	1,410	1,762
MPO VIDEOTRONICS	MPO	A	4 5/8	5	-	3/8	-	7.50	9	4	7	570	2,405
A. C. NIELSEN	NIELS	O	22 1/4	22 1/8	+	1/8	+	.56	22 1/2	13 7/8	13	10,832	241,012
OGILVY & MATHER	OGIL	O	37 1/4	37 3/4	-	1/2	-	1.32	41 3/4	31	7	1,905	67,236
J. HALTER THOMPSON	JWT	N	23	24 3/8	-	1 3/8	-	5.64	24 5/8	15 1/3	8	2,649	60,927
TOTAL										57,149		1,009,513	

Electronics/Manufacturing

AEL INDUSTRIES	AELDA	O	5 5/8	5 3/4	-	1/8	-	2.17	6	2 3/8	6	1,672	9,405
AMPEX	APX	N	12 1/4	12	+	1/4	+	2.98	12 1/4	7 3/8	12	10,924	133,819
ARVIN INDUSTRIES	ARV	N	17 1/4	17 1/2	-	1/4	-	1.42	20 3/4	14 1/2	4	5,959	102,792
CCA ELECTRONICS*	CCA	O	5/8	5/8					5/8	1/3	3	897	560
CETEC	CFC	A	4 1/8	4 1/4	-	1/8	-	2.94	4 1/4	1 3/4	13	1,654	6,922
COMU	COM	A	3 1/8	3 1/4	-	1/8	-	3.84	3 1/2	2 1/8	10	1,779	5,559
CONRAC	CAX	N	21 1/2	21 1/4	+	1/4	+	1.17	27 1/4	19 5/8	7	1,803	38,764
EASTMAN KODAK	EASKO	N	46 1/8	46	+	1/8	+	.27	96 3/4	46	12	161,369	7,443,145
FARINON	FARN	O	8 1/2	8 1/4	+	1/4	+	3.03	12	8	9	4,628	39,338
GENERAL ELECTRIC	GE	N	47 3/4	46 1/4	+	1 1/2	+	3.24	56 5/8	45	10	184,581	8,813,742
HARRIS CORP.	HRS	N	42 1/2	42	+	1/2	+	1.19	45 3/4	28	12	12,236	520,930
HARVEL INDUSTRIES	HARV	O	4 1/4	4 1/4					5 1/2	3 1/8	11	430	2,040
INTL. VIDEO CORP**	IVCP	O	1	5/8	+	3/8	+	60.00	2 3/8	1/4		2,701	2,701
MICROWAVE ASSOC. INC	MAI	N	31 5/8	31	+	5/8	+	2.01	31 5/8	20 1/4	12	1,320	41,745
3M	MMM	N	47 1/4	47 1/4					57	46 1/4	14	115,265	5,446,271
MOTOROLA	MOT	N	35 7/8	36 5/8	-	3/4	-	2.04	56 7/8	34 1/4	11	28,544	1,024,016
N. AMERICAN PHILIPS	NPH	N	25 7/8	26 1/8	-	1/4	-	.95	36	25 7/8	6	12,033	311,353
OKA INDUSTRIES	OKA	N	17 7/8	18 1/8	-	1/4	-	1.37	19	9 5/8	20	1,697	30,333
RCA	RCA	N	25 5/8	24 1/4	+	1 3/8	+	5.67	31 3/4	22 3/4	8	74,310	1,917,006
ROCKWELL INTL.	ROK	N	30 3/4	29 1/2	+	1 1/4	+	4.23	36 3/4	28 1/4	7	33,600	1,033,200
RSC INDUSTRIES	RSC	A	2 3/4	1 7/8	+	7/8	+	45.66	2 3/4	1 5/8	11	2,690	7,397
SCIENTIFIC-ATLANTA	SFA	A	21 5/6	20 3/8	+	1 1/4	+	6.13	23 1/2	15 3/4	13	1,649	35,659
SONY CORP.	SNE	N	8	7 5/8	+	3/8	+	4.71	10 3/8	7	12	172,500	1,380,000
TEKTRONIX	TEK	N	35 3/8	35 1/2	-	1/2	-	.35	68 1/2	38 1/4	12	17,804	629,816
TELEFONIA	TIMT	O	1 1/8	1	+	1/8	+	17.50	1 1/8	1/2	1	1,050	1,181
VARIAN ASSOCIATES	VAR	N	17 7/8	17 1/2	+	3/8	+	2.14	21	14 3/4	11	6,838	122,229
WESTINGHOUSE	WX	N	18 3/4	17 7/8	+	7/8	+	4.89	22	16 1/4	7	87,434	1,639,387
ZENITH	ZF	N	13 5/3	13 1/2	+	1/8	+	.92	28	13 1/4	18	18,818	256,395
TOTAL										956,735		30,994,705	
GRAND TOTAL										1,765,748		49,374,462	

Standard & Poor's Industrial Average

90.0 99.1 -9.1

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.

Rich Frank: broad base for a wide-ranging job

When Rich Frank, representing Operation Prime Time, approached Paramount Pictures Corp. last year, he came away with more than he had bargained for. Mr. Frank was there to talk about fourth-networking and possible Paramount interest in following up what MCA TV/Universal had started with *Testimony of Two Men*—big-ticket, nonnetwork programming.

"Instead of me hiring them to do a product," Mr. Frank says, "they hired me." Paramount decided to get into that aspect of the business full time and gave Mr. Frank a vice president's title and responsibility for the new Paramount Television Service.

Within a matter of months, Paramount reorganized and made Mr. Frank president of television distribution, with across-the-board responsibility not only for the new television service but for international distribution, domestic syndication, the Hughes Television Network, sales to cable systems and Paramount research.

At 35, Mr. Frank is now in the position of developing over-all concepts for Paramount's television activities.

One of them is *Disco Fever*, an hour TV special that Paramount syndicated to celebrate the premiere of its theatrical blockbuster-to-be, "Saturday Night Fever." Paramount produced it through Hughes Television, distributed it through its syndication arm and bartered it in exchange for commercial minutes that further promoted the film.

"It tied in everything," says Mr. Frank—not only integrating the various Paramount divisions, but also the agency, representation and station management experience that Mr. Frank brought to the job.

He began gathering that experience at the University of Illinois, where he was a marketing and advertising major. Armed with his degree, he returned to his native New York (he was raised in Brooklyn) to break into the business. After turning down a \$10,000-a-year offer to sell computers for IBM, he entered the "bullpen" in the media department of BBDO for a little more than half that salary. His job at the New York advertising agency began by "banging out numbers on a machine"; later he moved from assistant planner to buyer.

The opportunity to "learn the sales end" came within two years when Al Masini, then a sales manager for Petry's TV division, hired Rich Frank as an account executive. And when Chris Craft Industries formed TeleRep, with Mr. Masini as president, Mr. Frank went along



Richard Harvey Frank—president, television distribution, Paramount Pictures Corp., Los Angeles; b. Nov. 4, 1942, Brooklyn, N.Y.; BS, marketing, University of Illinois, 1964; buyer-planner, BBDO, New York, 1965-67; account executive, Edward Petry & Co., Television Division, Petry, New York, 1967-68; sales manager, TeleRep, Chicago, 1968-71; New York, 1971-72; national sales manager, then general sales manager, KTLA(TV) Los Angeles, 1972-74; president, broadcast division, Chris Craft Industries, Los Angeles, 1974-77; vice president, Paramount Pictures, 1977; present position since October 1977; m. Connie Zeiger, Aug. 29, 1964; children—Paul, 10; Darryl, 8.

as a sales manager, first in the Chicago office and then returning to New York. (TeleRep later was sold to Cox Broadcasting Corp.)

In 1972, a call came from John Reynolds, Golden West Broadcasters executive vice president (and former CBS-TV president), and Mr. Frank took the national sales manager's job at KTLA(TV) Los Angeles. To stay closer to the advertising agencies in New York and Chicago, Mr. Frank remained in New York, commuting one week a month to Los Angeles.

The general sales manager's slot at KTLA and a chance to gain "in-depth station experience" convinced Mr. Frank to switch base to Los Angeles the following year. And working under Mr. Reynolds, he says, enabled him to become involved in "all aspects of station operation."

When he joined KTLA, Mr. Frank recalls, it was the lowest rated station in the market. By the time he left, Mr. Frank says, there was a "substantial turnaround" with "revenues at least doubled or maybe tripled."

In 1974, the KTLA general sales manager turned competitor when Mr. Frank joined Chris Craft as president of its

broadcast division, which includes KCOP(TV) Los Angeles. It was an opportunity Mr. Frank says he was unable to resist. "I was going to be able to compete with the station we had just built up," he says.

And as he had at KTLA, Mr. Frank helped pull KCOP up. "Within a year we had doubled the audience and within the two years I was there, we went from a multimillion dollar yearly loss to making millions," he says.

It was while Mr. Frank was with Chris Craft that he became involved with Operation Prime Time. His current boss, Michael Eisner, Paramount Pictures Corp. president and chief operating officer, recalls it took only 15 minutes of talking with Mr. Frank to know "I was going to hire him." Mr. Eisner calls Mr. Frank a "tremendous instant asset," citing his aggressiveness, intelligence and station experience.

While the Paramount Television Service Mr. Frank first was hired to develop remains on hold, Mr. Eisner says Mr. Frank "really did the impossible" by bringing it as far as he has. A softening advertising economy and lower than expected cost-per-thousand at the networks, Mr. Frank explains, killed last year's plans for a weekly Saturday prime time block beginning with an hour revival of *Star Trek*, followed by a made-for-TV movie or an occasional special.

By April, Mr. Frank thinks he'll know whether the project is viable. In the meantime, he adds, not one of the 58 stations already on board when the project stalled has canceled; the *Star Trek* set is nearly completed and some movie scripts are awaiting production.

Throughout his career and now at Paramount, Mr. Frank says he "never saw myself as a maintenance man . . . I want to feel responsibility for making something happen." His present job leaves open several options to do just that. If the fourth networking project doesn't come off—"If we can't do it first class, we won't do it," Mr. Eisner says—there's always the possibility of a "Star Trek" movie and project-by-project or package distribution of the other films. Then there are the other responsibilities his job carries, ranging from "the right mix" for a feature film package to developing marketing strategies to syndicate such shows as *Mannix* and *Laverne and Shirley*.

This all takes time, literally, for Mr. Frank. His average workday begins in the office at 8 a.m. and continues until 7 p.m. After breaking for a few hours with his wife, and two young sons, he's generally back at it from about 11 p.m. to 1:30 or 2 a.m., reading scripts, viewing features and the like.

Better way

The U.S. House of Representatives is moving inexorably toward the installation of its own video system to cover proceedings on the floor. Broadcast journalists who have hoped that the coverage could be supplied by their own pool are disappointed. Perhaps, however, it is not too late for the leadership to consider—as it has given no indication so far of having done—how both the reservations of House members and aspirations of the journalists could be accommodated.

Why must the system be either-or, one installed and operated by the House or one installed and operated by the broadcasters? Why not a compromise, with the House running its own full-coverage system for closed-circuit and archival purposes but with broadcast journalists admitted with their tools when the news warranted? That proposal was first advanced by a *New York Times* editorial a month ago and makes as much sense now as it did then.

Broadcast journalism could tap the House system for the brief pieces of House action that would be usable on news programs on ordinary legislative days. It could move in for its own coverage—probably by pool to minimize its presence—when major issues were in debate.

The broadcast delegation that has argued for a total broadcast pool has apparently lost that cause. It would be to its advantage and the public's to argue now for the combined arrangement.

Everybody through the hoop?

Jody Powell, the President's news secretary, and Barry Jogoda, his television expert, have had harsh things to say about the decision of CBS News to present a delayed broadcast of the President's Feb. 1 fireside chat, which ABC and NBC carried live at 9 p.m. CBS is being unfairly criticized.

In all recent administrations it has become common for White House aides to believe that the networks are obliged to drop everything else and take the President live whenever invited to do so. That attitude treats television as an instrument of presidential propaganda and ignores television's more valuable function as a journalistic force. CBS News, we are happy to note, acted in the latter capacity on Feb. 1.

That is not to say that ABC and NBC were wrong in their decisions to go live at 9 p.m. There is no reason to disbelieve that theirs were also journalistic judgments. The point is that networks must act with editorial independence, difficult as political problems may be for media with government licenses that expire every three years.

Quite apart from questions of scheduling, Mr. Carter's advisers may also wish to evaluate the formats in which they put their boss. A young woman of our acquaintance watched intently as the President droned on about the Panama Canal while the fire snapped and crackled in the background. "It looks," she said, "like a Geritol commercial."

For that, 9 o'clock was about right.

Money man

If the deal goes through, Time Inc. will pay Joe L. Allbritton \$20 million for the *Washington Star* and assume more than \$8 million in obligations (BROADCASTING, Feb. 6). That's about what Mr. Allbritton paid four years ago for the *Star* and all of its associated broadcast stations which themselves can be evaluated at con-

siderably more than \$100 million. Mr. Allbritton hasn't been in either newspapers or broadcasting long enough to prove himself a publisher or broadcaster, but there isn't any doubt that he's a businessman.

It will be interesting to see his next move. If his swap of WJLA-TV Washington for Combined Communications Corp.'s KOCO-TV Oklahoma City, plus \$55 million in CCC preferred stock, is stayed by the FCC or the appellate court, will he wish to extend the contract beyond its Feb. 28 expiration date? Will he let the deal expire and hope to keep the profitable WJLA-TV (which he named with his own initials)? Will he quit as publisher of the *Star* to settle awkward FCC questions? And where does all this leave Combined Communications, which entered the deal in the best of faith? Tune in Feb. 28.

Growing up together

A lot of the early television shows that were briefly exhumed on ABC-TV's four-hour celebration of ABC's silver anniversary the other night reminded us how far television has come—not only ABC-TV but all television—in the last 25 years.

The thought first struck us as we watched a flickering kinescope of Renzo Cesano, *The Continental*, he of the cigarette lighter, the bedroom accent, the glass of champagne. How many people, we wondered, would watch that act if it were on the 1977-78 prime-time schedule, except perhaps once, to laugh? We do not have its ratings at hand, but it seems reasonable to assume that a fair number did watch it in those 1950 years. They did so, we would think, because it was about as good as, if not better than, anything that was on against it.

Many of the shows that were popular in those days could never make it now. Television has developed a depth and sophistication—and we don't mean the kind *The Continental* pretended to—that few programs then even aspired to. Obviously, the reason so many of the old shows would not be accepted now is that audiences have learned to expect better—and they learned it, of course, from television, as television itself has improved.

We enjoyed ABC's *Silver Anniversary Celebration*. We also enjoyed seeing Renzo Cesano again. One of the reasons was nostalgia, but not the only one. We think it would be fruitful if everyone who complains about today's television could take a look, now and then, at how it used to be. Including, we might add, the programing in what has come to be called—always with lamentation at its passing—The Golden Age of Television, which would look tarnished now.



Drawn for BROADCASTING by Jack Schmidt

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The individuals of whom the network is built are the object of our applause. As we celebrate our 20th anniversary along with ABC's 25th, we salute the people of ABC for foresight, commitment, dedication, imagination and innovation.

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