

The new struggles for TV program supremacy  
Preview of disputes to come in Act's rewrite

# Broadcasting Feb 21

The newswweekly of broadcasting and allied arts

Our 46th Year 1977

**NEWSPAPER**

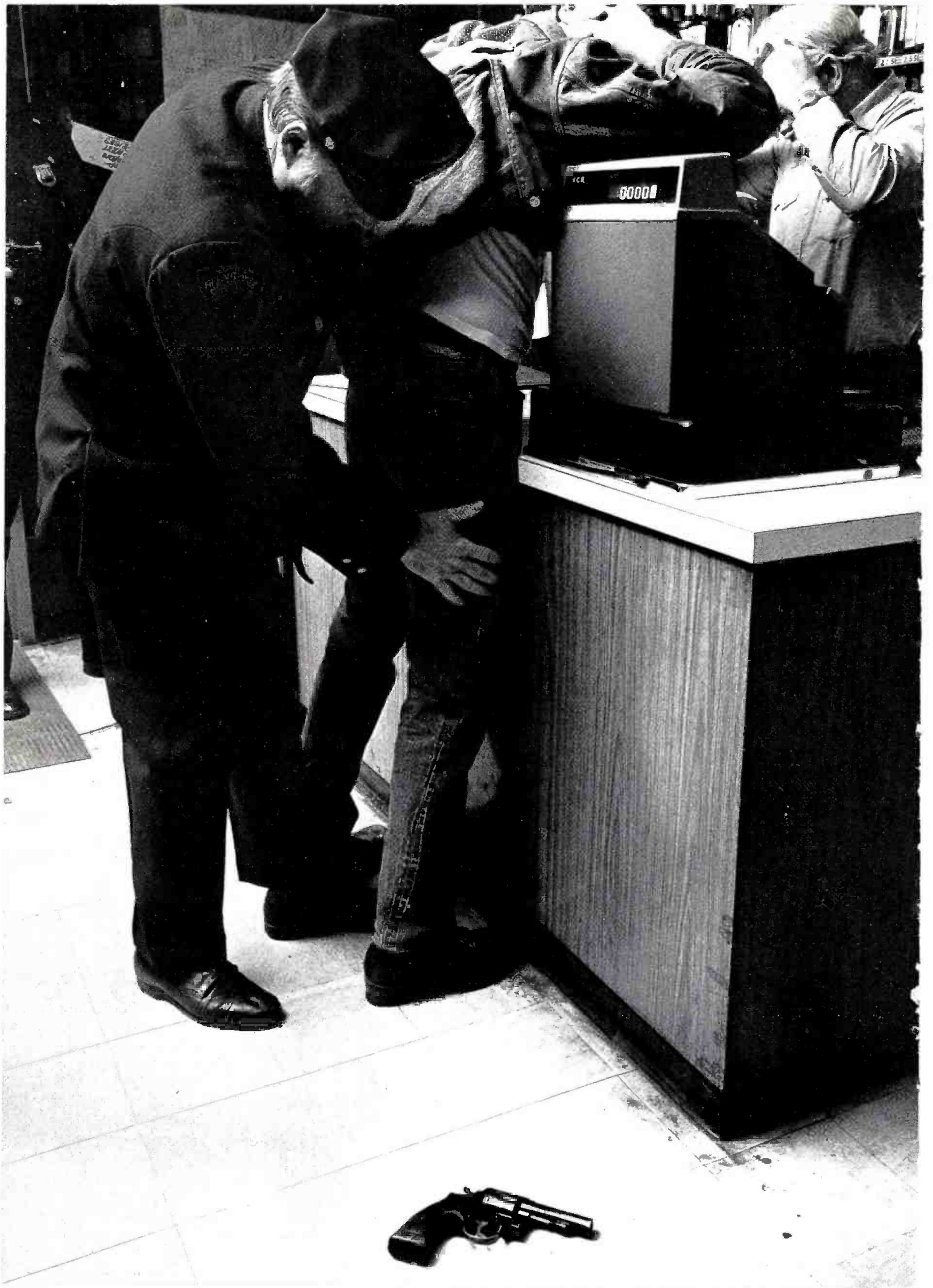


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A U L I B R A R Y  
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M O N T G O M R Y A L 36112



# ODDS ARE 2 TO 1 HE'LL NEVER SPEND A DAY IN JAIL.

## **Storer stations are concerned and are doing something about it.**

Robbery up 14% . Burglary up 17% . Forcible rape up 9% . Aggravated assault up 9% . Murder up 5% .

According to figures released by the FBI in 1975, crime took the biggest jump in 45 years. And every indication is that the trend is continuing.

Especially frustrating to law enforcement officials is the number of handguns and their easy availability.

Also infuriating is the fact that 65% of all people convicted of a felony are placed on probation. Many never set foot in a jail. This, in spite of the fact that nearly two-thirds of all those arrested for crimes are repeat offenders.

Storer Stations feel that this frightening rise in crime in America must be fought at every turn. So, daily, they lend their

support editorially and in programming to crime-fighting efforts.

One case in point was WJBK-TV, Detroit, this past January. Legislation was introduced in the Michigan Senate calling for mandatory two-year prison terms for anyone convicted of using a handgun in the commission of a felony.

The bill was overwhelmingly passed by the State House, but faced serious roadblocks in the Senate. An attempt to bury the bill in committee was barely beaten down by an 18-13 vote.

Knowing a final decision was near, WJBK-TV devoted a series of editorials and guest viewpoints on 5 consecutive days that urged viewers to call or write their State Senator, demanding approval of House Bill 5073.

Just four days after the series, the bill was passed 28-7!

Representative Denis Hertel who introduced the bill credits WJBK-TV *exclusively* with getting

the measure passed. In a letter to WJBK-TV, he stated:

*"I want to thank you for the tremendous combined effort you put forth to insure the passage of H.B. 5073. Your efforts aroused the citizens to call and write their legislators in unprecedented numbers. Hopefully, this taste of success will cause people to increase their efforts to contact their representatives."*

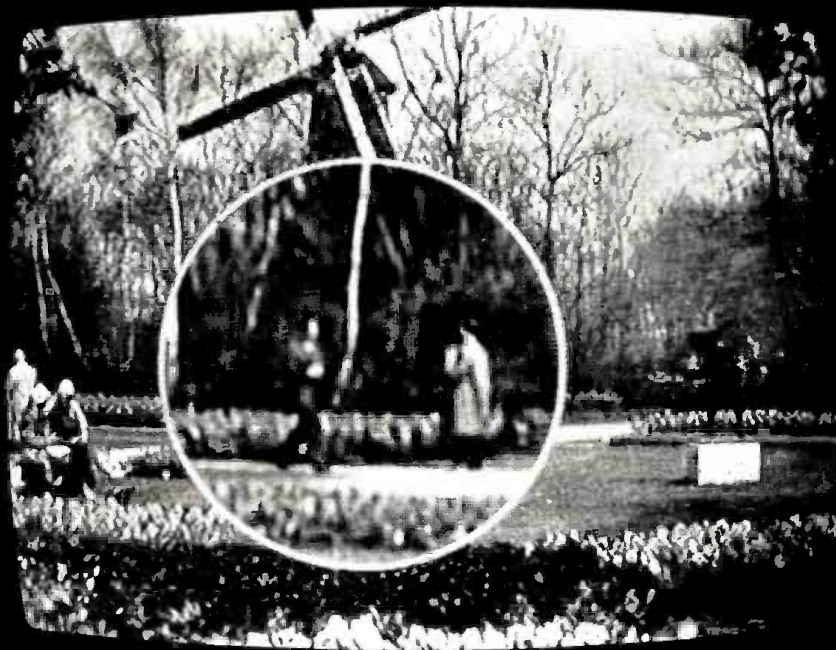
And this is typical of the deep involvement in the affairs of their communities by all Storer Stations.

As we see it, the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

**Broadcasting that serves.**

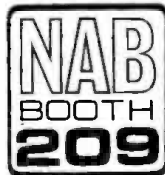
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STORER BROADCASTING COMPANY





# DVE

**DIGITAL VIDEO EFFECTS:** A unique range of electronic effects previously unachievable except by optical techniques.



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# The Week in Brief

**BUSINESS IS BOOMING** □ NATPE's spiral of success continues upward in Miami; conventions move next to West Coast for three-year stand. **PAGE 21.**

**KISSINGER SIGNS WITH NBC** □ Former secretary of state will do commentary, documentaries, gives network rights to book. **PAGE 23.**

**HARD MAN TO FOLLOW** □ Reporters air gripes with President Carter; he insists on some privacy. **PAGE 23.**

**PAYOLA PROBE OPENS** □ Payments to Washington disk jockey are alleged by concert promoter. **PAGE 24.**

**NOW IT'S NIRA** □ All-news radio stations form association, start up operations next month. **PAGE 25.**

**DON'T BLAME BARBARA** □ ABC tells the world that it's standing by Walters, hints that affiliates could do better with their lead-ins. **PAGE 26.**

**NETWORK RECONNAISSANCE** □ In Miami Beach, it was a love feast for ABC during discussions of its programing. **PAGE 30.** The NBC session, surprisingly calm, dwelt on its future line-up. **PAGE 34.** There was some grimness in the CBS huddle with the talk about plans for a comeback in the ratings. **PAGE 34.**

**LAUNDERING** □ Top syndicators at NATPE discuss problems and procedures in processing off network series. Other speakers touch base on the prime-time rule, imported programs, barter and talk shows. **PAGE 38.**

**MCA APPLAUDS FCC** □ President Sid Scheinberg endorses the commission's upcoming scrutiny of the networks as he deplores the "unfair restraints and abuses" of ABC, CBS and NBC. **PAGE 40.**

**VIOLENT ABOUT VIOLENCE** □ Representative Toby Moffett, testifying at the regional PTA hearing in Hartford, Conn., calls for corrective action by the government. The member of the Commerce Committee takes a swipe at the FCC for being "too cozy with the networks." **PAGE 46.**

**HIMAN BROWN'S NEW CHALLENGE** □ The CBS producer opens another door in radio's theater of the mind with the

new *General Mills Adventure Theater* series. **PAGE 58.**

**REWRITE KIBITZERS** □ Panelists in Miami Beach heap praise and criticism on the proposed revamping of the Communications Act. **PAGE 57.**

**NO SOLO FOR THE HOUSE** □ The Senate Communications Subcommittee wants to review the whole of telecommunications policy, sets first hearing March 21-23. **PAGE 60.**

**NO VOTE FOR FERRIS** □ House Communications Subcommittee Chairman Van Deerlin doubts that the counsel to House speaker is the best choice for the FCC chairmanship. **PAGE 61.**

**REVAMP** □ PBS member stations form a 52-person board of directors and approve a \$4.5-million budget ceiling. **PAGE 67.**

**BIG SPENDERS** □ A side-by-side account is presented on what was spent on broadcast advertising during the 1976 presidential campaign. **PAGE 70.**

**WARC REPORT** □ The World Administrative Radio Conference has ended with a treaty for satellites in the 11.7-12.2 ghz band. **PAGE 71.**

**DELAYED REACTION** □ PBS will video tape and televise President Carter's call-in show that will be broadcast by CBS Radio. **PAGE 73.**

**COMEBACK HOPES** □ CBS sets 1978 as target date to be number one again. **PAGE 74.**

**THE ROAD TO CANADA** □ Executives of the Canadian Cable Television Association talk about the status of the cable industry in Canada, where 50% of the homes may receive cable soon. **PAGE 77.**

**SPEARHEADING FOR SONY** □ When the equipment maker set up its broadcast division in 1975, it picked David MacDonald to be general manager. He says it was just another lucky break; his history says it was another example of his astuteness. **PAGE 101.**

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This company is known world-wide for the manufacture and marketing of a comprehensive range of interior furnishings, including resilient flooring and carpets, ceiling systems, and furniture; and a variety of specialty products for the building, automotive, textile and other industries. This outstanding industrial leader contributes to the stability and growth of the great WGAL-TV market through extensive product development, the employment it provides, and its annual payroll. Shown above - the main plant in Lancaster, one of the many Armstrong facilities throughout the world.

**Armstrong**

## WGAL-TV delivers strong buying power in a diversified area



This pioneer TV station effectively covers the entire Lancaster-Harrisburg-York-Lebanon ADI. One of the country's fastest-growing areas, this prosperous market is outstanding for its economic and business diversity and resultant stability. Consider the facts: manufacturing production \$6,603,130,000; agricultural production \$365,294,000; effective buying income \$6,878,735,000\*. Cash in on this outstanding buying power - include WGAL-TV in your planning.

**WGAL-TV**  
LANCASTER-HARRISBURG-YORK-LEBANON, PA.

\* 1976 Sales Management Survey of Buying Power  
1976 Pennsylvania Abstract

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

**STEINMAN TELEVISION STATIONS**



## Moving into radio

Though their agencies won't say that escalating costs of TV are factor, two heavy television accounts—ITT Continental Baking Co.'s Wonder Bread and Avis Rent A Car—are blueprinting substantial radio investments next spring on both conventional and nonwired networks. Wonder Bread (Ted Bates & Co., New York) and Avis (Doyle Dane Bernbach, New York) have used radio only sparingly in past. Spot radio reps are confident too that Procter & Gamble, Cincinnati, which virtually has shunned radio except for special market (ethnic) situations, will come into medium this spring on regional basis.

## Oil spill

FCC staff has confronted commissioners with fairness item that could get controversial. It's proposed report and order concluding that Texaco commercial promoting advantages public is said to derive from company's integrated operations raises fairness-doctrine issue. What's more, staff is said to add that WTOP-TV Washington violated fairness doctrine in refusing request of Energy Action Committee for time to present opposing view. EAC contended that commercial was designed to rebut proposals to break up major oil companies.

EAC also named ABC, NBC and WRC-TV Washington in its complaint (BROADCASTING, Aug. 16, 1976), but staff would dismiss complaint against them. Staff says they aired commercial only handful of times and presented enough pro-vestiture material as balance. Item was on commission agenda two weeks ago, but consideration was postponed. It may come up this week.

## Staying put

There's been speculation that NBC, which has dickered before for services of ABC Sports President Roone Arledge, may try again for his expertise in Olympics coverage, now that NBC has rights to 1980 Moscow games. But NBC authorities say not so—that he is not part of their Olympics plans. They say they would have made deal with him some time ago, not to make him NBC executive but to help set him up in production company, but that he declined. Some estimates put his current take at about \$400,000 per year.

Talk still persists about new and larger deal for him at ABC, including reports that he might be given broad supervision over both news and sports. He worked for at least a year without ABC contract, and ABC sources say as far as they know he still doesn't have new one. But James E.

Duffy, president of ABC-TV network, assured affiliates last week that "he's staying with us."

## Rewrite timetable

Among considerations that must be factored into effort to rewrite Communications Act is tenure of Lionel Van Deerlin (D-Calif.), chairman of House Communications Subcommittee who is point man on project. Mr. Van Deerlin will be 63 in July, has served in Congress since 1963, is expected to stand for office again in 1978. But that could well be his last term, bringing total congressional service to 18 years. Thus, when he expresses hope that rewrite process can be concluded in next two Congresses (see stories page 57 and 61), he's probably pairing deadline with that of his own career.

## Portuguese pact

Without fanfare, representatives of Portugal and U.S. signed new 15-year agreement in Lisbon last week for continued operation of 18 shortwave transmitters at Gloria, Portugal, beaming signals of Radio Free Europe to Eastern Europe, and of Radio Liberty into Soviet Union. Since expiration of original pact three years ago, U.S. installations have operated under gentlemen's agreement.

Transmitters generate 1.8 million watts. New agreement provides for installation of additional transmitters, subject to amount to be appropriated by Congress. Both RFE and RL are now funded by United States government.

## SRO at NAB

National Association of Broadcasters is scrounging for hotel space to accommodate delegates to its Washington convention March 27-30. NAB authorities must care for estimated 12,000 bodies with currently allocated 8,000 rooms (6,000 of which are already committed). NAB hopes to snag about 2,000 more rooms, but not at three headquarters hotels.

Washington hotelmen say it's first time in city's history that Sheraton Park, Shoreham and Washington Hilton have had all exhibition space committed. According to Harold Niven, NAB vice president in charge, there's waiting list of at least 15 exhibitors, in addition to 200-plus already accommodated.

## Another prospect

Alfred Kahn, chairman of New York State Public Service Commission, has backing on Capitol Hill for FCC chairmanship. He is among several who would be

"excellent" choice for job, in opinion of House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), who has been critical of apparent White House favorite, Charles Ferris (see page 61). Economist Kahn has had extensive experience with common-carrier regulation, impressed Communications Subcommittee with his testimony in hearings on so-called Bell bill (he's against it).

## 'Roots' growing

ABC-TV will almost certainly do another long-form miniseries bringing characters in *Roots* from immediate post-Civil War period to present. ABC story people are now scouring boxes of material that author Alex Haley did not incorporate into his book to flesh out late 19th century and 20th century chapters for miniseries. New movie could end with two-hour episode based on "The Search for Roots," which Mr. Haley is now writing and which details process by which he traced his genealogy.

## More paper

FCC is expected to take on heavy new administrative burden when it acts to comply with General Accounting Office report critical of commission's procedures for making sure its employees do not own stock in regulated companies. At present, some 300 employees file annual financial reporting statements. Under proposal being considered, number will approximately double. Rule would apply to all employees down to level of GS 13, as well as to wider range of GS 11's and 12's than are now covered.

As for remainder of employees (among whom ownership of prohibited stock is not considered likely) they would be required to file disclaimers. Question officials working on project ask is how Congress will feel about providing funds FCC and other agencies will require to review increased number of reports.

## On display

Now that National Association of Broadcasters has completed reorganizing staff (except for selection of VP for television) as blueprint by board task force, key officials up to and including Vincent T. Wasilewski, president, now must prepare for annual evaluations of their work, also by blueprint of task force. NAB board members are careful not to intimate there's trouble ahead for Mr. Wasilewski or other officers, but say they'll be watched more closely than in past. First evaluation of Mr. Wasilewski and John Summers, executive vice president and general manager, will be done by executive committee next fall.

**Jerry Stiller & Anne Meara  
thought they knew all about  
each other. Until they played  
“Tattletales”!**

**So did:**

**Bob Newhart & Ginnie Newhart,  
Doug McClure & Diane McClure,  
Richard Dawson & Jody Donovan,  
Gene Rayburn & Helen Rayburn,  
Dan Rowan & Joanne Young,  
Orson Bean & Carolyn Bean,  
Steve Allen & Jayne Meadows,  
George Johnston & Totie Fields,  
Bobby Van & Elaine Joyce,  
Will Geer & Ellen Corby,  
Scoey Mitchell & Claire Mitchell,  
Cathy Rigby & Tommy Mason.**



Celebrity couples "tell all" and discover even more about each other when "Tattletales" host Bert Convy pops provocative questions like these...

**"Ladies, would you pose for a nude centerfold for \$1 million tax free?"**

**"Gentlemen, who is more emotionally mature, you or your partner?"**

**"Ladies, could you be in love with two men at the same time?"**

After three hit seasons of spicy questions and intimate revelations on CBS's daytime schedule, Goodson-Todman's "Tattletales" is now available as a once-a-week half hour for Fall '77 prime access schedules. With a highly desirable mix of 30 original, first-run episodes and 22 repeats in its first syndicated year.

First sales: the CBS Owned Stations in New York, Los Angeles, Philadelphia and St. Louis.

Call today for this sophisticated prime access show that's going to bring young couples together again. In front of the television set.



Goodson-Todman's

**"Tattletales"**



**Firestone**  
Program Syndication Co.

540 Madison Avenue, New York, N.Y. 10022  
(212) 593-3013

# Business Briefly

**E.I. duPont De Nemours** □ Floor tiles will get two spot-TV flights in early March and mid-April, running four to eight weeks each. N.W. Ayer, New York, will schedule spots in day and prime-time hours, gearing them to women, 25-49.

**Coca-Cola** □ Food division will feature Maryland Club coffee in eight-week spot-TV promotion later this month. Tatham-Laird & Kudner, Chicago, will buy spots in about 15 markets. Day, prime, early and late fringe-time periods are being sought, zeroing in on adults, 35 and over.

**Colgate** □ Ajax cleanser will be featured in nine-week spot-TV promotion beginning in May. Norman, Craig & Kummel, New York, will place spots in day and fringe-time periods, seeking women, 18-49.

**Procter & Gamble** □ Company is mapping 13-week spot-TV drive for various products beginning in late March. Benton & Bowles, New York, will schedule spots in day and fringe-time hours, seeking to reach women, 18-49.

**Anheuser-Busch** □ Virginia Busch Gardens will get nine-week spot-TV promotion starting in late March. Gardner, St. Louis, will arrange spots in fringe, news and prime-time periods in four markets, seeking to reach women, 18-49.

**General Foods** □ Food company is planning 13-week spot-TV campaign for various products in early April. Grey Advertising, New York, will place spots in 55 markets during day, fringe and prime-

time periods. Promotion is geared to reach women, 25-54, and children 6-11

**A&P** □ Supermarket chain is planning 13-week spot-TV drive beginning in late February. McCann-Erickson, New York, will schedule spots in fringe, special and news-time periods to reach women, 28-49.

**Carte Blanche** □ Credit card firm will launch 10-week spot-TV drive later this month. Della Femina, Travisano & Partners, Los Angeles, will buy into six markets during news and sports-time periods, gearing drive to men, 25-54.

**Bristol-Myers** □ Consumer goods company will emphasize its Tickle deodorant in 12-week spot-TV drive beginning in early March. Doyle Dane Bernbach, New York, will arrange spots in 40 markets during fringe time-periods. Women, 18-24, are target audience.

**Kellogg** □ Food manufacturer will feature its Corny Snaps in five-week spot-TV drive starting in early April. Leo Burnett, Chicago, will direct spots to children, 6-11, during day and weekend viewing time hours.

**General Telephone** □ Business equipment will be featured in six-week spot-TV campaign in late February. Doyle Dane Bernbach, New York, will buy into about 15 markets during fringe, prime and news-time periods to reach men, 25-54.

**Starkist** □ Nine Lives cat food will be featured in four week spot-TV promotion

beginning in early March. Leo Burnett, Chicago, is placing spots in day, early and late fringe-time periods to reach women, 18-49.

**Hasbro** □ Toy and game company will sponsor on barter basis animated series, *Fred Flintstone and Friends*, in major markets starting in fall. Ninety-five episodes are available, consisting of off-network series including *The Flintstones*, *Pebbles and Bam Bam*, *I Dream of Jeannie*, *Partridge Family*, *2,200 A.D.*, *Goober and the Ghost Chasers* and *Yogi's Gang*. New introductions and bridging materials are being produced by Hanna-Barbera Productions, Los Angeles, for series which is being offered through Hasbro's agency, Benton & Bowles, New York, in conjunction with Claster Television Productions, Towson, Md. Target audience is all children.

**Nestle** □ Crunch candy bar will be spotlighted in 12-week spot-TV campaign beginning in May. Leo Burnett, Chicago, will buy spots in children's viewing times to reach children, 2-17.

**American Can Co.** □ Dixie up living ware will get eight-week spot-TV drive starting in early May. SSC&B, New York, will set spots in fringe-time periods, to reach women 18-49.

**Hot Point** □ Appliance manufacturer will take three-week spot-TV drive in early April. Gaynor Media, New York, will set spots in fringe, access and news-time periods to reach women, 35 and over, and men, 25 and over.

**Japan Air Lines** □ Airline company is preparing four-week spot-radio campaign beginning later this month. Ketchum, MacLeod & Grove, New York, will place spots in four markets including Chicago and New York, seeking to reach adults, 35-64.

**Hartz Mountain** □ Pet food and product firm is arranging eight-week spot-TV push for its products beginning later this month. Hope Martinez Media, New York, will set spots in fringe access and news-time periods, aimed to reach men and women, 18-49.

**Sperry Hutchinson** □ S&H Green Stamps will take two three-week spot-TV flights in mid-March and early May. SSC&B, New York, will set spots in day and fringe-time periods to reach women, 18-49.

**Bonanza** □ Restaurant chain is mapping two-week spot-TV drive for mid-March. Marschalk, New York, will set spots in

## BAR reports television-network sales as of Jan. 30

ABC \$91,071,300 (32.8%) □ CBS \$89,487,800 (32.3%) □ NBC \$96,705,700 (34.9%)

Day parts	Total minutes week ended Jan. 30	Total dollars week ended Jan. 30	1977 total minutes	1977 total dollars year to date	1976 total dollars year to date	% change from 1976
Monday-Friday Sign-on-10 a.m.	142	\$ 780,800	545	\$ 3,059,900	\$ 2,902,600	+ 5.4
Monday-Friday 10 a.m.-6 p.m.	1,015	14,877,000	3,926	55,846,000	52,579,400	+ 6.2
Saturday-Sunday Sign-on-6 p.m.	323	7,246,000	1,603	43,657,500	31,787,800	+37.3
Monday-Saturday 6 p.m.-7:30 p.m.	100	3,543,400	426	16,017,000	13,161,200	+21.7
Sunday 6 p.m.-7:30 p.m.	18	847,900	104	6,290,700	5,499,400	+14.4
Monday-Sunday 7:30 p.m.-11 p.m.	422	33,931,000	1,783	136,109,800	113,813,200	+19.6
Monday-Sunday 11 p.m.-Sign-off	202	3,609,700	807	16,283,900	15,143,400	+ 7.5
<b>Total</b>	<b>2,222</b>	<b>\$64,835,800</b>	<b>277,264</b>		<b>\$234,817,000</b>	<b>+\$18.0</b>

Source: Broadcast Advertisers Reports

**“That’s right, sir.  
We’re booked in New York,  
Los Angeles, Chicago,  
Washington, Cleveland,  
Boston, Indianapolis  
and Phoenix..”**







**“We’ve topped  
movies, variety and adventure  
on the other networks  
over four full seasons.  
Check our national numbers.”**

**“THE BOB NEWHART SHOW” AND COMPETITION  
SATURDAY, 9:30-10PM (1972-76 NATIONAL AVERAGES)**

	<u>BOB NEWHART</u>	<u>NET X</u>	<u>NET Y</u>
<u>A.A. %</u>	22	14	19
<u>Share</u>	37	24	33
<u>Households (000)</u>	14,750	9,420	12,920
<u>Total Women (000)</u>	12,670	7,580	10,560
<u>Women 18-34 (000)</u>	4,010	2,760	3,870
<u>Women 18-49 (000)</u>	6,870	4,680	6,640
<u>Teens &amp; Kids (000)</u>	7,940	5,340	6,490

Source: NTA  
1972-1973 Sept. 1, week 2—March II.  
1973-1976 Sept. 1, week 2—March I.  
Regularly scheduled programs only.



**“Look at our local rankings, too. Frankly, I’d say we’ve been spectacular just about everywhere.”**

**“THE BOB NEWHART SHOW”  
RANK IN LOCAL MARKET TIME PERIODS  
(1972-76 AVERAGES)**

	<u>NY</u>	<u>LA</u>	<u>CHI</u>	<u>PHIL</u>	<u>SF</u>	<u>BOS</u>	<u>DET</u>	<u>WASH</u>	<u>CLE</u>	<u>PBG</u>
<b>Rating</b>	1	1	1	1	1	1	1	1	1	1
<b>Share</b>	1	1	1	1	1	1	1	1	1	1
<b>Households</b>	1	1	1	1	1	1	1	1	1	1
<b>Total Women</b>	1	1	1	1	1	1	1	1	1	1
<b>Women 18-34</b>	1	2	1	1	1	1	1	1	1	1
<b>Women 18-49</b>	1	2	1	1	1	1	2	1	1	1
<b>Teens</b>	1	1	1	1	1	1	1	1	1	1
<b>Kids</b>	1	2	1	1	1	1	1	1	1	1

Source: NTI, November, Feb-Mar and May for years cited.



**“And don’t forget demos that spot buyers like. Here, we’re really super.”**

**“THE BOB NEWHART SHOW” VS PRIME TIME AVERAGES FOR ALL SITCOMS AND ALL EVENING PROGRAMS**

Index: 100		<u>“THE BOB NEWHART SHOW”</u>	<u>AVERAGE SITCOM</u>	<u>AVERAGE EVE. PROGRAM</u>
Income: \$15,000+ H.O.H. prof, owner or mgr.		120	94	93
H.O.H. with 1+ yrs. college		108	94	89
Household Size:	1-2	88	84	84
	3-4	101	107	110
	5+	132	131	125
Non-Adults:	1	101	107	111
	2+	122	120	117

Source: NII/Market Sections Audience Report, II/76. Index based on A.A. Household Ratings.  
 Note: Audience estimates are subject to qualifications which Viacom will provide upon request.

**“The Bob Newhart Show”  
from Viacom**





fringe and prime-time viewing peaks in six markets, aiming to reach adults, 18-49.

**Mrs. Smith's Pies** □ Company will take two spot-radio flights in late March and April, running three weeks each. J.M. Korn & Son, Philadelphia, will set spots in Seattle market, zeroing in on women 25-49.

**National Coal Association** □ Organization is mapping four-week spot-TV information promotion for coal starting in early April. Richard Newman Associates, Champaign, Ill., will gear spots to adults, 18-49, and will set them in about 25 markets during news, access and prime-time viewing hours.



**F.J. Strauss** □ Company introduces Paint 'n Puff, new painting element called Puffer, which, when heated, produces 3-D effect. Helitzer Advertising, New York, will schedule spot-TV promotion beginning in September for eight weeks in 50 markets. Spots will be set in family viewing periods and will be geared to children of all ages.

**Deering Milliken** □ Fabric and yarn manufacturer takes two one-week spot-TV flights for its Visa fabric in late February and early March. Vitt Media International, New York, will place spots in day and fringe-time periods to reach women, 18-49.

**Hy-Gain** □ CB radios will get four-week spot-TV drive later this month. RDR Associates, New York, will place spots in fringe, special and news-time periods to reach men, 18-49.

**Victor Weaver** □ Fried chicken with a touch of honey will be featured in two spot-TV flights in late February and April for three weeks each. J.M. Korn & Son,

Philadelphia, will place spots in four-to-six markets. Demographic target is women, 25-49.

**American Home Products** □ Dry & Clear complexion product will be featured in five-week spot-TV promotion beginning in late February. Clyne Co., New York, will buy into 43 markets during fringe and weekend periods, gearing spots to teen-agers.

**County Seat** □ Retail store chain is mapping three-week spot-TV promotion beginning in early March. Campbell-Mithun, Minneapolis, will schedule spots in about 17 markets during prime, early and late fringe-time periods to reach adults, 18-34.

**Garan** □ Clothes manufacturer will have two spot-TV flights for Garanimals children's wear in March, running three-to-four weeks each. Shaller Rubin Associates, New York, is arranging spots in fringe, access and news-time hours in about 19 markets, target audience is women, 18-49.

**Banfi** □ Reunite wine gets five-week spot-TV promotion in early March. Allscope Services, New York, will arrange spots in 15 markets during prime, news and fringe-time hours, targeted to adults, 18-49.

**Archway Cookies** □ Company is planning six-week spot-TV push in late March. Archway United, Chicago, will buy spots in 50 markets during day, access, prime, news, weekend, early and late fringe-time periods, seeking to reach women, 25-64.

**Burgess** □ Company features Vibrocrafter lawn sprinkler, in five-week spot-TV drive starting in late March. Marsteller, Chicago, will buy into 20 markets during news, special, weekend, early and late fringe-time periods. Demographic target is adults, 25-49.

**California Milk Producers** □ Milk will get 13-week spot-TV promotion beginning in late March. Cunningham & Walsh, San Francisco, will place spots in California markets during day, access, prime, news, weekend early and late fringe-time periods to reach teen-agers and adults, 18-49.

**American Egg Board** □ Eggs will get 38-week spot-TV campaign beginning in April. Campbell-Mithun, Chicago, will arrange spots in top 20 markets during access, news, prime, weekend, early and late fringe-time periods, aiming to reach women, 18-49.

**Mirro Aluminum** □ Company will display its cookware in five-week spot-TV campaign beginning in mid-April. Cramer-Krasselt, Milwaukee, will place spots in 20 markets during late fringe, prime and weekend periods to reach women, 18-49.

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# Broadcasting

The newsweekly of broadcasting and allied arts

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Phone: 212-757-3260.  
Rufus Crater, *chief correspondent*.  
Rocco Famighetti, *senior editor*.  
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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, *Telecast* in 1953 and *Television* in 1961. *Broadcasting-Telecasting* was introduced in 1946. □ Microfilms of *Broadcasting* are available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48103. □ \*Reg. U.S. Patent Office. □ Copyright 1977 by Broadcasting Publications Inc.

### Rep Appointments

- KWBZ(AM) Denver: Bill Dahlsten & Associates, Los Angeles.
- WXOR(AM)-WQLT(FM) Florence, Ala.; Torbet-Lasker, New York.
- WDEF-AM-FM Chattanooga: Eastman Radio, New York.
- WGOW(AM)-WYNA(FM) Chattanooga: Katz Radio, New York

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Jim Sirmans, theatrical public relations supervisor, N.W. Ayer, New York

## The special treatment for special programing

Advertisers investing in television specials may be picking a winner in terms of star values and entertainment superiority. But the shows can flop in the ratings unless they are properly publicized and promoted.

A special, of course, is a one-time thing. And unless it achieves high visibility over a period of a few months or at least weeks before airtime, what purpose does it serve? We are especially cognizant of this risk at N.W. Ayer because of our long association with the Bell System, which began sponsoring TV entertainment specials 21 years ago. Today, the Bell System is one of the very few advertisers, year in and year out, that buy a series of one- and two-hour special programs.

It is because of the rarity of these entertainments—their special nature, if you will—that the public relations planning, organization and follow-through on them is so important. Our job is to help build the rating of a one-time program that is competing with regularly scheduled shows. More often than not, we have been able to do that at Ayer, with, sometimes, a little different approach to the problem.

Recently, for example, we called on Don Ameche. You remember Don Ameche. He invented "The Ameche" when he played Alexander Graham Bell in the 1939 film, "Alexander Graham Bell."

Fade now to the summer of 1976 and—what else?—Don Ameche was once again picking up his calls at the telephone company.

It happened like this: Our office wondered how it would promote the repeat of "Jubilee," coming up in September on NBC. Of the stars in "Jubilee," Bing Crosby was off golfing in Scotland, Liza Minelli was making a movie with Robert DeNiro, Steve Lawrence and Eydie Gorme were away who knows where, etc. The one star we did work with was booked on the Johnny Carson show and briefed thoroughly before we went on so he would be sure and talk about "Jubilee." But he forgot.

We were therefore in a funk last summer when, one sweltering night one of the insomniacs around here who watches the *Late Late Show* tuned in "Alexander Graham Bell." "Ah," he said to himself, "the solution to our problem."

Ergo, the next morning he mentioned his previous night's viewing, with this dramatic result: Before you could say "number, please," Don Ameche had been retained as the "advance man" for "Jubilee," which celebrated the first 100 years of the telephone. Was Don Ameche in "Jubilee"? No, indeed. To millions of



Jim Sirmans is a former manager of special projects for CBS-TV and a former vice president-television at Rogers & Cowan, New York. He has also represented NBC in England and France, CBS in England and Israel, ATV in Israel and MGM Television in Germany. He joined N.W. Ayer three years ago and presently is theatrical public relations supervisor.

moviegoers, however, Ameche did invent the telephone. And, in the absence of Alexander Graham Bell himself to go on tour and do promos...

In this very unscientific business, if I may spell out the point, you go with what you've got and, if necessary, with what you haven't got but can imagine. In the case of "Jubilee," the press loved Don Ameche, went along with our little joke and wrote up him and our show in media, ranging from the *New York Times* to the syndicated Earl Wilson column and UPI.

To publicize the second broadcast of *The Tiny Tree* Dec. 12 on NBC, we came up with an idea that developed into what was probably the first-ever three-network promotion. The object of all this unaccustomed coziness: song writer Johnny Marks. Mr. Marks had three seasonal specials coming up in December, all within the space of 12 days on each of the three networks.

With this in mind and—yes—to publicize *Rudolph, the Red-Nosed Reindeer* ("13th Prancing Year") and Mr. Marks's brand new show, *Rudolph's Shiny New Year* on ABC, in addition to *Tiny Tree*, our office took Mr. Marks on a PR tour of 12 Nielsen cities. The three networks drew straws and set schedules in the various cities.

So we deliberately set Johnny Marks up to publicize two specials in which we had no direct interest, in order to get the maximum space for *Tiny Tree*. With Buddy Ebsen narrating and Roberta Flack singing, we knew *Tiny Tree* was a good show. But we also knew our *Tiny Tree* grew in a programing forest that was a bit historic, if

only because Johnny Marks was the only composer of three Christmas specials on three TV networks in the space of less than two weeks.

Editors, after the Marks tour, wrote about them all, to the delight of, among others, the publicity-promotion executives at the networks—Barrie Richardson at CBS, Tom Mackin at ABC and John Scuoppo at NBC, who worked closely with us on the project.

To celebrate *The Man in the Iron Mask*, Jan. 17 on NBC, two favorable articles appeared in the *New York Times*. A third *Times* piece referred sympathetically to the Bell System's willingness to "take chances with high-budgeted 'family classics,' using first-rate actors, writers and directors," and its difficulty in getting the air time it wants for a series of such shows on a network.

The actual drudgery on *Iron Mask* began in France last August when the show went into production. Schools, a prime target in our campaign from the beginning, received educator-prepared kits or study guides, a Scholastic TeleGuide and a *Scholastic* magazine interview with John P. Howland of the Bell System. Television editors benefited, as we did, from the following innovation:

"Orders" for exclusive interviews with performers and producer Norman Rosemont were taken from individual TV editors in major markets. Now writing "exclusive to you in your city" articles is not new, but this idea went far beyond that. In this undertaking, each editor, contacted before the show went into production, submitted specific questions he wanted answered. Thirty-one separate interviews were subsequently completed on the location (including one that was syndicated by Women's News Service to 150 papers); all were laborously pounded out in 31 different versions on a portable typewriter in a dreary motel room and airmailed directly to the editors by our representative before he was allowed to leave France.

The resulting early pick-up in between TV seasons when editors had extra space, in no way jeopardized the second avalanche of copy and art planted by this office and NBC just before the telecast.

The next Bell System special (May 30 on NBC) will be the first straight dramatic production on television of Thornton Wilder's Pulitzer Prize play, "Our Town." (Frank Sinatra starred in a musical version of "Our Town" 18 years ago on CBS.) As of this writing, no actors have been signed and there is no script. But there already is a basic and detailed promotion plan.

Remember: a special, to be really special, deserves special treatment. Or it may turn out to be ordinary.



# WHEN YOU'D GIVE A MILLION TO GET SOMETHING SOMEWHERE OVERNIGHT, WE'LL DO IT FOR \$12.50.

When you buy a Federal Express COURIER PAK<sup>®</sup>, you buy yourself some time.

Because any documents, contracts, sealed bids, reports, dictation tapes, anything urgent or important you put in a Courier Pak today will be just about any place in the country in the morning.

Here's how it works: Courier Pak is a waterproof, tearproof envelope, 15½" by 12". When you have something to send, just put it in the Courier Pak (up to 2 lbs. per envelope), fill out the label, call us, and we take it from there.

We pick it up, put it on one of our planes, and deliver it by noon the next day.

Door to door for only \$12.50.

The difference between us and every other document delivery service is, the planes we use belong to us. We own an entire fleet of jets that crisscross the country every business night. So we're not dependent upon the passenger airlines like everybody else.

We fly Courier Paks overnight, when documents need to fly, not people.

On a nationwide route structure designed for documents, not people.

To small towns like Macon, Albuquerque, and Wichita, as well as New York, Los Angeles, and Chicago.



Doing the whole job ourselves, the pickup, the flight, and the delivery, is what makes Federal Express Courier Paks work.

It also makes them safe, because nobody else ever touches them but us.

And since Courier Paks never leave our hands, it makes them a lot easier to trace.

Courier Paks are less expensive than over-the-counter airline services and they're more convenient because you don't have to take your packages out to the airport and pick them up. They're faster and more reliable than special postal services, and you can get a signed proof of delivery receipt if needed.

If you like, you can even charge Courier Paks on your BankAmericard or Master Charge.

To order some for yourself, just call your local Federal Express office listed in the Yellow Pages, or write Mr. Carl Williams, Courier Pak Marketing Manager, Federal Express Corporation, AMF Box 30167, Memphis, Tennessee 38130. Or call our Customer Information Hotline (800) 238-5355, in Tennessee (800) 542-5171.

The Federal Express Courier Pak.

It's changing the way America does business, overnight.

## FEDERAL EXPRESS COURIER PAK<sup>®</sup>

COURIER PAK<sup>®</sup> is a registered trademark of Federal Express Corporation.



U.S. postal regulations specify that if you include any first class (letter) material in the Courier Pak, proper postage must be applied and canceled.



■ indicates new or revised listing.

## This week

**Feb. 20-21**—*Associated Press Broadcasters* board of directors winter meeting. Westward Look, Tucson, Ariz.

**Feb. 21**—Deadline for entries in 13th annual Armstrong Awards program for excellence and originality in FM broadcasting, administered by the *Armstrong Memorial Research Foundation*. Entry forms: Executive director, Armstrong Awards, 510 Mudd building, Columbia University, New York 10027.

■ **Feb. 21-24**—Fifth Symposium on "Mass Communication Evangelism." Abilene Christian College, Abilene, Tex.

**Feb. 22**—*National Parent-Teachers Association* regional public hearing on television violence. Los Angeles Hilton hotel, Los Angeles.

**Feb. 22**—*Corporation for Public Broadcasting—Public Broadcasting Service* partnership review committee meeting. Hyatt Regency hotel, Atlanta.

**Feb. 22**—*Tennessee Association of Broadcasters* legislative reception. National Life Center, Nashville.

**Feb. 22**—*Radio Advertising Bureau* sales clinic. Holiday Inn, Covington, Ky. (Cincinnati).

**Feb. 22**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." The Pliester, Milwaukee.

**Feb. 23-24**—Second annual conference on CATV reliability with the *Society of Cable Television Engineers* and the *Broadcast Cable & Consumer Electronics Society of the Institute of Electrical and Electronics Engineers* as hosts. Quality Inn, Presidential Park, Atlanta. Information: Catherine Fahey, (203) 438-3774, or James Farmer, Scientific-Atlanta, (404) 449-2000.

**Feb. 23-24**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." The Palmer House, Chicago.

**Feb. 24**—*Radio Advertising Bureau* sales clinic.

Ramada Inn, Airport, Detroit.

**Feb. 24**—*Radio-Television Council of Cleveland's* annual "Take a Broadcaster to Lunch" meeting. Nanette Fabray will be guest speaker. Sheraton Cleveland hotel, Cleveland.

**Feb. 24-25**—Conference on "The Copyright Act of 1976: Dealing With the New Realities," sponsored by the *Copyright Society of the U.S.A.* and *The New York Law Journal*. Barbara Ringer, register of copyrights, Library of Congress, will be keynote speaker. New York Hilton, New York.

**Feb. 24-25**—*Television Bureau of Advertising* communications seminar for sales and management personnel. TVB headquarters, New York.

**Feb. 25**—North Carolina Farm Press, Radio and Television Institute of *N.C. Farm Writers and Broadcasters Association*. Sheraton-Crabtree, Raleigh.

**Feb. 25**—Second annual seminar/workshop of the *Association of Broadcasting Executives of Texas*. Speakers and panelists will include Herbert D. Maneloveg, Kenyon & Eckhardt; Louis Faust, Telcom; Robert Henabery, Bob Henabery Associates; Stanley Federman, Telmar Communications; Roger Rice, Television Bureau of Advertising; Theodore F. Shaker, Arbitron; Mitchell B. Strecker, Miles Labs, and Reginald Brack Jr., *Time Magazine*, Dallas Convention Center, Dallas.

**Feb. 25**—Communications Career Day for high school and junior college students, sponsored by *Department of Mass Communications, Eastern Kentucky University*, Richmond, Ky.

**Feb. 25-26**—*Women in Communications Inc.* region four meeting. Hilton Inn, Austin, Tex.

**Feb. 26**—Transition '77 Career conference, sponsored by *Women in Communications Inc.* and *Detroit WICI chapter*. Oakland University, Detroit.

**Feb. 28**—Revised date for start of *Federal Trade Commission's* public hearing on proposed trade regulation rule on over-the-counter drug advertising. Original date was Jan. 10 FTC building, Washington.

**Feb. 28**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is

Mutual." Sheraton Motor Inn, Battle Creek, Mich.

## Also in February

**Feb. 28**—Revised date for start of *Federal Trade Commission's* public hearing on proposed trade regulation rule on over-the-counter drug advertising. Original date was Jan. 10. FTC building, Washington.

**Feb. 28**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." Sheraton Motor Inn, Battle Creek, Mich.

## March

**March 1**—Deadline for entries in *American Osteopathic Association's* journalism awards competition. Award of \$1,000 will be given for the print article or broadcast on osteopathic medicine judged most outstanding. Contact: AOA, 212 East Ohio Street, Chicago 60611.

**March 1**—Deadline for radio and television entries in annual competition for Gavel Awards of the *American Bar Association* for programming "increasing public understanding of the American system of law and justice." Same deadline prevails for entries in magazine-newspaper categories and other media categories (including wire services and news syndicates). Deadlines for books will be Feb. 1. Entry form and information: Gavel Awards, ABA, 1155 East 60th Street, Chicago 60637.

**March 1**—*Television Bureau of Advertising* regional sales seminar. MGM Grand hotel, Las Vegas.

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

**March 1**—Deadline for entries in the 1976 Roy W. Howard Awards, sponsored by *The Scripps-Howard Foundation* to recognize public service during 1976 by a commercial radio station and a commercial TV station. (Similar awards will be made for a newspaper.) A bronze plaque and a cash award of \$2,500 will be given. Additional prizes may be awarded at the discretion of the foundation. Entries: F. Ben Hevel, The Scripps-Howard Foundation, 500 Central Avenue, Cincinnati 45202.

**March 1**—FCC's new deadline for comments on amendment of cable television rules to reduce filing requirements for certificates of compliance and to modify or eliminate franchise standards (Docket 21002). Replies are due April 1. FCC, Washington.

■ **March 1**—FCC's new deadline for comments on cable television syndicated program exclusivity rules and their effect on viewing public (Docket 20988). Replies are due April 1. FCC, Washington.

**March 1-2**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation, "The Feeling Is Mutual." The Michigan Inn, Detroit.

**March 2**—Hearing on TV violence before *House Communications Subcommittee*. Rayburn House Office building, Washington.

**March 2**—International Broadcasting Awards dinner of *Hollywood Radio and Television Society*. In addition, HRTS "Women of the Year" awards will be presented to Penny Marshall and Cindy Williams (*Laverne and Shirley*). Century Plaza hotel, Hollywood.

**March 2**—*Council of Churches of the City of New York's* 13th annual broadcast awards luncheon. Americana hotel, New York.

**March 2**—FCC's deadline for comments on its inquiry into proposed reduction of interference-causing emissions for CB class D transmitters to decrease interference to television and other services (Docket 21000). Replies are due April 1. FCC, Washington.

**March 2**—*Radio Advertising Bureau* sales clinic. Sheraton-Royal hotel, Kansas City, Mo.

**March 2**—*Ohio Association of Broadcasters* legisla-

## Major meetings

**March 27-30**—*National Association of Broadcasters* annual convention. Washington. Future conventions: in 1978, Las Vegas, April 9-12; in 1979, Dallas, March 25-28; in 1980, New Orleans, March 30-April 2; in 1981, Las Vegas, March 12-15; in 1982, Dallas, April 4-7; in 1983, Las Vegas, April 10-13; in 1984, Atlanta, tentatively in April.

**April 17-20**—*National Cable Television Association* annual convention. Conrad Hilton, Chicago.

**April 27-May 1**—*American Women in Radio and Television* 26th annual convention. Radisson Downtown hotel, Minneapolis.

**May 8-12**—Annual meeting, *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

**May 15-18**—Annual meeting, *NBC-TV affiliates*. Century Plaza hotel, Los Angeles.

**May 18-21**—*American Association of Advertising Agencies* annual meeting. Greenbrier, White Sulphur Springs, W. Va.

**May 24-25**—Annual meeting, *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

**June 2-4**—*Associated Press Broadcasters* annual meeting. Chase-Park Plaza, St. Louis.

**June 11-15**—*American Advertising Federation* annual convention and public affairs conference. Hyatt Regency hotel, Washington.

**June 11-16**—*Broadcast Promotion Association* 22d annual seminar. Beverly Hilton hotel, Los Angeles. 1978 convention will be June 17-20, Radisson Downtown, Minneapolis; 1979 convention will be June 9-14, Queen Elizabeth hotel, Montreal.

■ **Sept. 15-17**—*Radio Television News Directors Association* international conference. Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel, Sept. 12-16; 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14.

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

**Oct. 2-6**—*National Radio Broadcasters Association* annual convention. Palmer House hotel, Chicago.

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

**Nov. 14-16**—*Television Bureau of Advertising* annual meeting. Hyatt Regency hotel, San Francisco.

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

live dinner. Sheraton Columbus. (Rescheduled from Feb. 9 due to legislators' involvement with state's weather/energy problems.)

■ **March 2**—*Pennsylvania Association of Broadcasters* Pennsylvania congressional delegation-Gold Medal award reception and dinner. Washington Hilton hotel, Washington.

**March 3**—*Television Bureau of Advertising* regional sales seminar. Hyatt Regency O'Hare, Chicago.

**March 3**—*Radio Advertising Bureau* sales clinic. Chicago Marriott, Chicago.

**March 3**—*FCC's* new deadline for comments on proposed rulemaking to consider regulation of interference from CATV systems to aircraft communications (Docket 21006). Replies are now due April 1. FCC, Washington.

■ **March 3**—*Radio-Television Correspondents Association banquet*. Washington Hilton, Washington.

**March 4**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation. "The Feeling Is Mutual." Netherland Hilton, Cincinnati.

**March 4-5**—*NBC Forum* to examine American political process and how it can be improved (BROADCASTING, Feb. 14). Capital Hilton hotel, Washington. Arrangements: Alvin H. Perlmutter, NBC News vice president.

**March 7**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation. "The Feeling Is Mutual." The Tangier Restaurant, Akron, Ohio.

**March 8**—*New York State Broadcasters Association* 23rd annual membership meeting. Americana Inn, Albany.

**March 8**—*New York State Broadcasters Association* annual legislative reception. The New York State Museum, Albany.

**March 8**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation. "The Feeling Is Mutual." The Bond Court, Cleveland.

■ **March 8**—*International Radio and Television Society's* Gold Medal Dinner honoring CBS on its 50th anniversary. Americana hotel, New York.

**March 9**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation. "The Feeling Is Mutual." Pittsburgh Hilton, Pittsburgh.

**March 10-11**—*Television Bureau of Advertising* communications seminar for sales and management personnel. TVB headquarters, New York.

**March 11**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation. "The Feeling Is Mutual." Americana Inn Townhouse, Rochester, N.Y.

**March 13-14**—*Kentucky CATV Association* spring convention. Continental Inn, Lexington.

■ **March 14**—*Georgetown University Law Center* Seminar on "Selling to Children: Is There a Need for Public Intervention?" Participants will include representatives of government agencies and committees concerned with the issue and will discuss 10 or 11 specific topics. Locale will be various Washington places at the end of the working day. Follow-up seminars will be held every 4-6 weeks, except for summer months, concluding in spring of 1978. Contact: Professor Gerald Thain or Judith Oldham, Georgetown University Law Center, 600 New Jersey Avenue, N.W., Washington 20001; (202) 624-8000.

**March 14-16**—*Mutual Broadcasting System's* agency-advertiser luncheon presentation. "The Feeling Is Mutual." Site to be determined, New York.

**March 15**—Deadline for application forms for *Radio Television News Directors Association's* annual awards. Information: Dave Partridge, awards committee chairman, WFBC-TV Greenville, S.C.

**March 15-16**—*Alabama Cable Television Association* "Citizen of Year" award meeting. Recipients will be Dr. David Mathews, secretary of Health, Education and Welfare, and Mrs. Mathews, member of the President's Committee on Employment for the Handicapped. Downtowner hotel, Montgomery.

**March 16**—General membership meeting of the *American Society of Composers, Authors and Publishers*. Agenda will include General Counsel Bernard Korman's report on the new copyright law. Regency Hyatt, Nashville.

**March 17**—*FCC's* new deadline for comments on

CONTINUED ON PAGE 84

## Open Mike®

### Feeling It

EDITOR: I must take issue with your complacent comment in the editorial ("Détente," Jan. 24): "... a law denying tax deductions for Canadian advertising placed on American media ... but its full effect will not be felt by U.S. stations for some time. Existing contracts were protected for a year."

The fact is that the number of existing contracts was mighty small, since most of them ended around Christmas and the law went into effect Sept. 22. Some stations did get longer contracts through the fact a few agencies were astute enough to listen to reps and issue them early in September. The majority did not and today refuse to buy border TV, some claiming it is bad for their clients' corporate image—some because they figure the tax adds at least 50% to the cost, some because they don't want to have to set up separate account changes for the U.S. portion of a campaign and some because they are quite happy to switch right out of TV and into print.

I know that some border stations have been cut 75% in Canadian revenue and several rep firms that, like mine, specialize in representing U.S. stations, have had to cut back in personnel and services formerly subscribed to. As if that were not enough, more than \$3,500,000 spent last year by Canadian provinces and the federal government in U.S. broadcast media to promote tourism has, in 1977, been switched to magazines and newspapers.—*Andy McDermott, Toronto.*

### Separatism

EDITOR: In the early days of radio, some stations would not accept commercials that sounded as though they were the personal recommendations of the announcer or station. The word "we" was largely taboo.

Recently, a popular Chicago station broadcast a commercial to the effect that the advertiser was "the leading" Chicago dealer of electronic appliances. The announcer was merely reading a commercial, but it could have been interpreted by the unwary as news or a matter of fact.

I suggest that, immediately before such commercials are broadcast, a quick beep be sounded. It would be inoffensive and not detract from the commercial or program. It need not be explained. The public would soon catch on.—*Leo P. Bott Jr., Chicago.*

Mr. Bott, a Chicago advertising agency owner who writes of his "60-plus-year craft," remarks that he is "just trying to leave behind several trails of benefit to my profession."

### Prime-time radio?

EDITOR: With all the talk these days about a fourth television network, I find myself wondering whether anyone is giving any thought to another radio network—one that would counterprogram television three or four hours nightly with quality comedy, drama and other predominantly nonmusic and nonnews programming.

The success of the *CBS Mystery Theater* illustrates there is an audience for such programs, and its success came despite the fact that it has been an "odd hour" inserted within numerous station formats at different hours in different markets. I know that CBS has been toying with the idea of expanding its evening programming on radio, and the premiere of its *General Mills Adventure Theater* is noteworthy. However, piecemeal movement can never have the impact that a network committed to several hours of quality programming nightly can have.

Investment in radio entertainment would revitalize a lost art form.—*Jim Mehrling, chief announcer, WEOL(AM)-WBEA(FM) Elyria, Ohio.*

### Thurston for knowledge

EDITOR: Throughout our winter study program we have enjoyed reading BROADCASTING. We found your features interesting and informative, and often highly related to some of the more important topics in our discussion of "The Future of Broadcasting." Those among us with a political bent particularly enjoyed the issue devoted to "The Media and the Political Process."

We'd like to express our gratitude for the opportunity you afforded us to expand our knowledge of the broadcasting industry. You may have created a large pool of applicants to the industry here at Williams, and you've certainly made broadcasting a more understandable topic for all of us.—*Kim Shorb, Charlie Thurston, Maryfran Tyler, Pat Landers, Ben Gibbs, Bill Wickwire, Barbara Chomko, Ted Tucci, Steve Jackson, Susan Suss, Sharon James, Robert Kraus, Jon Miller, Andy Rinzler, Joan Jacobs, Dennis O'Shea, George Schutzer, William D. Dahling Jr., James R. Caldwell, John Bessone, Dan O'Connell, Henry W. Welch Jr., Glenn Harris, Ed Carpenter, Steve Case, Tim Layden, Joe Mellicker, Joe Power, Williams College, Williamstown, Mass.*

The above signed were students in a January winter study program on the future of broadcasting at Williams College, Williamstown, Mass. Their instructor was Donald A. Thurston, president and general manager of WMNB-AM-FM North Adams, Mass., and chairman of the National Association of Broadcasters radio board.)

# THE PEOPLE HAVE SPOKEN.

It's great to know what your fellow songwriters and performers think of your work. And luckily there's no shortage of awards to tell you that—Grammy's, Tony's and Oscars.

But as rewarding as your fellow writers' and performers' praise is, the ultimate praise comes from the ultimate consumer of music—the public. They determine whether a song succeeds or fails. Their judgment is final.

30,000 of these consumers voted recently to determine the best in the world of music during the past year. The results were televised over the ABC network on January 31, 1977.



With the selection of Stevie Wonder as best Soul artist and his album "Songs in the Key of Life" selected as best Soul album, with the selection of Elton John\* as best Pop-Rock artist and his single "Don't Go Breaking My Heart" as best Pop-Rock single, with the selection of Chicago as best Pop-Rock group, Wild Cherry's "Play That Funky Music" as the best Soul single, and the Eagles' "Greatest Hits" as the best Pop-Rock album, one thing became abundantly clear: if America can be said to like one kind of music particularly, it's ASCAP music.

And we would like to Congratulate Stevie, Elton, Chicago, Wild Cherry, and the Eagles for continuing a tradition that's over 60 years old.

# ASCAP



## Top of the Week

### NATPE: the only peril is prosperity

**Program executives' annual meeting hits a new record, begins to feel the pinch; more fun in the suites than sun on the sand at Miami**

"Inevitably, we're headed for the Conrad Hilton." That was the reluctant conclusion of a veteran National Association of Television Program Executives program arranger in the wake of last week's successful conference in Miami Beach. The total attendance had set a new record—2,211 program executives, advertiser and agency executives, syndicators, government officials, press and others involved directly or indirectly with what goes on the air. The total was up 17% over last year's conference in San Francisco. A similar or greater jump is expected for next year's, scheduled March 4-8, 1978, in Los Angeles' new Bonaventure hotel in the "reclaimed" downtown section of that city, with attendance to reach between 2,500, and 3,000.

Progress is a two-edged sword for NATPE organizers. They're delighted by the program's success and the importance it means for their segment of the industry, but those who have treasured the relatively intimate environment of past NATPE's are concerned that numbers may create an "impersonal" convention. The comparison is always to the annual meeting of the National Association of Broadcasters, whose size (5,440 in Chicago last year) has been cited as one of the reasons for NATPE's own success. Convention planners think they'll be all right in Los Angeles and even the year following—at the MGM Grand in Las Vegas—but are concerned whether NATPE will fit into San Francisco's Nob Hill complex (the Fairmont, Mark Hopkins and nearby hotels) in 1980. Thus the reference to the Conrad Hilton in Chicago, long the NAB's standby and one of the giants of America's convention hotels.

The future notwithstanding, NATPE is delighted by the immediate past. Delegates attended sessions enthusiastically—even a 7:45 a.m. early bird on the relatively unglamorous subject of minority employment. (Those who attended Sunday morn-

ing's breakfast hosted by TV evangelist Rex Humbard—an innovation among NATPE's "sidebar" events—were fewer in number but enthusiastic about the change of pace.) The Miami agenda's theme—the "changing role" of program executives—led to discussion of topics far afield from conventional programming considerations, Monday morning's Communications Act session the most conspicuous example. Next year's theme—the responsibility of President Jim Major and convention chairman Tay Vove of WTVJ(TV) Miami—hasn't been set; it will depend upon "what the industry is talking about at the time," said one conference official. "We mean to be current." The one thing certain about Los Angeles: "It will be star-studded. They'll have stars in all of the suites instead of just a few of them" as in Miami Beach.

And the exhibitors were enthusiastic about Miami, too. They had two things going for them there: a rising tide of prices and cloudy, rainy skies that kept delegates off the sand and in the suites. There was an undercurrent of sales resistance, particularly among small-market stations, but no hard evidence that the buyers had yet reclaimed the marketplace advantage from the sellers.

If there is a cloud on NATPE's horizon, it is at the moment no larger than a man's hand. That could be in a repeal of the prime-time access rule, which is credited more than any other single factor for the conference's success. PTAR gave the program director an important time period of

his own in which to make program decisions, and it gave NATPE's principal exhibitors, the syndicators, a key program area in which to maneuver. The subject was not on the agenda this year, but it was mentioned at least twice—by FCC Commissioner Margita White, who, in informal remarks (page 36), said the commission ought to revisit the subject, and by former commissioner Kenneth Cox (page 38), who prophesied it might be abandoned if stations don't keep up their support. Back in Washington, John Bass, director of the FCC's Office of Network Study, confirmed that he was beginning to pull together information about the programs that appeared in prime access last fall, a review the commission had promised when it nailed down PTAR III.

### Sun shines for the syndicators

■ Operation Prime Time (OPT), the independent stations' expensive, first-run, made-for-TV movie alternative to the programming of the three networks, landed its first network sponsor, General Foods.

■ Warner Bros. Television sold *Roots* in syndication to the five ABC-owned stations for the quantum-leap price of \$210,000 per hour, or \$2.52 million for the entire 12 hours, and MGM Television raked in \$150,000 from the ABC five for each of the six hours of its high-rated miniseries *How the West Was Won*.

■ *That's Hollywood*, a 30-minute



**Once and future kings.** This was the look of NATPE's executive hierarchy at the conclusion of last week's 14th annual conference in Miami Beach. L to r: Jim Major of WJBK-TV Detroit, the new president; Jack Jacobson of WGN Continental Broadcasting, Chicago, second vice president; Betty Woodland, the organization's permanent secretary-treasurer; Phil Boyer, WLS-TV Chicago, outgoing president, and A. R. Van Cantfort, WSB-TV Atlanta, first vice president. Absent the unforeseen, Mr. Cantfort will succeed Mr. Major after next year's convention in Los Angeles, and in turn will be succeeded by Mr. Jacobson after 1979's convention in Las Vegas.

**Booster shot.** Seven syndicators with access-renewal shows that have commitments from one of the network-owned groups reported solid, steady renewals at NATPE. As of late last week, ITC Entertainment's *The Muppet Show* had racked up a total of 94 renewals, causing ITC President Abe Mandell to say, "We can't type up the contracts fast enough."

Sandy Frank said that his \$100,000 *Name That Tune* has picked up 35 renewals (all of them in top-50 markets) and Jim Victory has nailed 37 of the top 50 for his *Match Game*. Len Firestone has 32 renewals in his pocket for the second year of *The Gong Show* and 31 renewals for the long-running *Candid Camera*.

Moving at an equal pace in renewal pick-ups are Viacom's two access veterans, *The Price Is Right* and *The \$25,000 Pyramid*, and Bristol-Myers reports that its off-beat documentary half-hour, the barter show *In Search of . . .*, has 16 renewals to date. Rhodes Productions has many staggered contracts on the two access half hours of *Hollywood Squares*, according to Jack Rhodes, so renewals are, in a sense, a year-round occupation for that company.

weekly nostalgia trip into the movie industry, put together by 20th Century-Fox Television out of its library of film clips, was bought for prime-access slotting by 26 TV stations in less than a week.

Those are but three among the many noteworthy sets of transactions in the five-day orgy of wheeling and dealing otherwise known as the 14th annual conference of the National Association of Television Program Executives, which rang down the curtain in Miami Beach last Wednesday (Feb. 16).

The sale of six minutes in OPT's six-hour miniseries version of Taylor Caldwell's novel, "Testimony of Two Men," to General Foods was consummated only after the OPT steering committee, headed by Al Masini, the president of TeleRep, lowered its per-minute rate-card price from \$110,000 to \$80,000, justifying the slash by reporting that almost all of the 46 network affiliates (out of 70 TV stations in all) carrying the miniseries said they would not play each episode a second time during the seven-day period, thus lowering the cumulative audience totals. (All of the 24 independents are expected to repeat each episode out of prime time within six days of its first showing.)

One problem, now, is lead time. There is concern among a number of major studio executives and station rep experts about MCA's ability to whip up a quality package when delivery date of the first two hours is early May and it hasn't even been cast as yet. But General Foods' coming aboard could break up the logjam of sponsor resistance and allow Mr. Masini to sell the six national minutes in each hour. Stations will be allotted the other three commercial minutes in each hour.

*Roots* attracted more viewers than any other program or event in television history, so Warners is going for broke in its syndication pricing. And because nothing has ever matched the Nielsen track record of *Roots*, Warners officials say they fully expect stations to meet their demands. In Washington, for example, the asking price is \$35,000 per hour. That's at least four times higher than any other movie or 60-minute series ever sold in Washington. WABC-TV New York is in effect paying almost as much for one hour of *Roots* as WNEW-TV New York recently paid for the average two-hour theatrical movie in the new package of 30 titles from United Artists. That \$75,000-per-title figure eclipsed the previous record in New York by close

to \$20,000 per title.

When MGM Television's *How the West Was Won* scored smashing ratings earlier this month on the ABC-TV network, MGM rushed it into the NATPE marketplace and began cleaning up—in effect basking in the warm glow of television's new-found love affair with miniseries.

But high ratings are the key. Various station rep executives reported that MCA's *Best Sellers* package of 30 hours (*The Captains and the Kings*, *Once an Eagle*, *Seventh Avenue* and *The Rhinemann Exchange*) was not doing as well because these had chalked up only 30 shares, not the 60's harvested by *Roots* or the 50's by *How the West Was Won*.

The same is true for off-network reruns in pre-sale. *Happy Days'* last four sales before NATPE, according to sources close to the negotiations between the distributor, Paramount Pictures Television, and the station buyers, were in Boston, where Paramount's initial asking price was \$14,000 per half-hour (six runs, September 1977 delivery) and its sale price, after bids, was \$15,101 to UHF independent WLVI-TV; in Cleveland, with an initial price of \$10,000, the final bid price was \$14,125, to WJW-TV; in Philadelphia, three stations bid up the initial \$16,000 price to \$25,529, for the UHF independent WTAF-TV; and in Detroit, where UHF WKBD-TV made the winning bid of \$16,500 on a \$12,500 asking price. Paramount deliberately kept *Happy Days* off the market at NATPE—its head of syndication, Dick Lawrence, opting to continue his slow, methodical, city-by-city strategy.

In line with *Happy Days'* twilight-zone prices, MCA TV is setting new records for 60-minute series with its pre-sale of the hit ABC series *The Bionic Woman*. But, again, ratings are the key. A steady but not spectacular Nielsen performer, *The Bob Newhart Show*, which Viacom recently put on the market, is not selling as briskly as *Happy Days* or *The Bionic Woman*, according to rep and station sources, and Viacom has been forced to scale down its initial asking price.

The parallel breaks down somewhat in the comparison between off-network reruns and prime-access shows. But one of the access hits at NATPE, 20th Century-Fox Television's *That's Hollywood*, in a fairly short time on the market, has now racked up sales to 57 stations, including those owned by ABC, according to Bill Clark, Fox's vice president for domestic

sales. Stations were waiting in line to buy the series, despite the fact that "these are the biggest prices we've ever charged for an access series," as Mr. Clark put it. Because it's perceived as a real departure from the game-show norm in access, stations in 44 of the top-50 markets have bought it, and Mr. Clark said some of the network-affiliate purchasers told him they'd be running it in prime time, preempting a network half hour. A further irony, in the light of the fast sales, is that the series will probably only be good for a maximum of two years, according to Mr. Clark, because Fox's movie warehouse is not a bottomless well. (One station rep executive made the analogy to MGM's compilation films, "That's Entertainment," a box-office smash, and "That's Entertainment, Part II," a box-office dud.)

An informal canvass of rep and station executives put Metromedia Producers Corp.'s *Truth or Consequences* in the category of the sleeper access hit of this year's NATPE. *Truth or Consequences* is a more expensive, recycled version of the syndicated strip show that ceased production four years ago. The pilot was literally being taped two days before NATPE was scheduled to begin, according to Metromedia sources. Despite the rush job, the show has the Ralph Edwards gloss, and its pre-sold title made Metromedia's suite among the busiest at the convention. Several dozen stations signed up in Miami Beach, including the five Metromedia-owned stations, company sources said. Richard Woollen, the programming vice president for the Metromedia stations, said *Truth or Consequences* could replace Viacom's *The \$128,000 Question* on its station's schedules. Industry sources said Viacom is disappointed in the ratings of *The \$128,000 Question* and it will probably not go into production for a second year.

Both the ABC-owned and NBC-owned stations went to NATPE with their access schedules locked in (BROADCASTING, Feb. 14). The CBS-owned stations filled their final slot with an elaborate stunt-type game show called *All-Star Almost Anything Goes* (which will be produced by Bob Banner). CBS bought it for WCBS-TV New York, KNXT(TV) Los Angeles and KMOX-TV St. Louis. Sources at Viacom, which is distributing the series, said its salesmen will be pounding their beats over the next few months trying to get respectable sales for a September 1977 target date, despite the late start.

As predicted, two new game shows, Viacom's *Family Feud* and Len Firestone's *Tattletales*, because they came to NATPE with owned-station deals (the former to NBC, the latter to CBS), did the expected solid business, according to rep sources, with *Family Feud* getting the edge due to a three-day head start over *Tattletales* and to Viacom's larger sales organization.

MCA's new talk-variety strip, *The American Flyer*, split the rep firms almost down the middle. Both John Serrao, the director of operations and programming for Petry Television and his counterpart at

Harrington, Righter & Parsons, Ron Krueger, think the show will make it as a prime-time alternative to the three networks on big-city independent stations and, in its 60-minute version, as a late-afternoon entry on the smaller-market network affiliates. They say the series will get better demographics than *The Merv Griffin Show*, *The Mike Douglas Show* and *the Dinah Shore Show* (all of which tend to skew old) because it's not studio-bound (a lot of remotes are planned) and because there's solid chemistry among the three anchors, Dan Rowan, Michele Lee and Tom Halleck.

On the other side, Bob Peyton, the vice president and director of audience development for Katz Television, and Mike Levinton, the vice president and director of creative services at TeleRep, are less sanguine. In general, they fear that network affiliates' schedules will prove too tight to accommodate *The American Flyer* and that the show will prove too expensive to put into production with the limited number of clearances it will be able to manage. Whether *American Flyer* gets enough stations over the next month or so to get a production go-ahead will be one of the most closely watched post-NATPE syndication stories.

The effect of Group W's going to a locally produced access magazine in its other four markets (emulating the success it's had so far on KPIX(TV) San Francisco) was not clear-cut at this year's NATPE. The CBS-owned station in Los Angeles, KNXT(TV), eased the pressure of Group W's move somewhat by ending the access stripping of *The Dinah Shore Show* and making the decision to return to (mostly) game shows in access by next September. In the five Group W cities, however, according to some station rep programmers, the shrinkage in access tended to turn them into buyer's markets. To take the example of Boston, a fairly small syndicator like Rhodes Productions couldn't lower its prices on *Hollywood Squares*. *Squares*, the highest-rated of all the access game shows, is literally not playing on any Boston station. In contrast, Viacom, a much larger syndicator, was able to bump down its prices a bit, according to various rep sources, in order to get *The Price Is Right* and *The \$25,000 Pyramid*, both canceled by WBZ-TV, onto WNAC-TV Boston.

Fourth-network talk dried up at NATPE. OPT's Al Macini insisted to any who would listen that "Testimony of Two Men" is not a fourth network, merely a fourth opportunity for any advertiser who wants to make use of it. Metromedia's Dick Wollen acknowledged that the MetroNet project being spearheaded by Ogilvy & Mather probably would not meet its March 1 deadline for a production go-ahead (to Dan Curtis, who is ready with another gothic serial like his old *Dark Shadows*) because the advertiser support doesn't appear to be surfacing. And Benton & Bowles's senior vice president, Michael Moore, said that his Sunday fourth-network-type project is dependent on MetroNet's getting off the ground. Norman Lear's fourth-network plans are

also years away from fruition, according to Robin French, T.A.T. Communications' head of syndication.

The rep and station executives Mr. Lear talked to at NATPE came away with the feeling that he might not go ahead with a third year of *Mary Hartman, Mary Hartman* production because T.A.T. would literally have to come up with 260 original half-hours, an almost impossible task. (The series lost audience when it went into reruns last summer, convincing T.A.T. that another summer of reruns might be a death knell. Robin French told one NATPE session that 52 weeks were just too tough, but that *MHM* might go to 30 new episodes interspersed with several "best of" versions.)

Two new weekly series were ushered in to NATPE as access half-hours, but, for the most part, they're being bought by stations for other-than-access time periods. Columbia Pictures Television's *Special Edition*, an entertainment-magazine-type show presided over by actress Barbara Feldon, which the ABC-owned stations have bought, "is being picked up by stations with an eye toward putting it in late afternoon or early evening on Saturday or Sunday, after sports," according to Harrington, Righter's Ron Krueger. And Rhodes Productions' *Second City Review*, a satirical-comedy show taped in Canada, got a couple of dozen sales from stations that may play it late-night on the weekend, according to another rep source, where

NBC's *Saturday Night* has carved out a franchise.

ITC Entertainment's *Catastrophe*, Yongestreet Productions' *Front Page Feeney* and Sandy Frank's *Robin Hood* are all struggling to line up enough stations to get off the ground after being passed over by one of the network-owned groups, according to various sources. Both shows have national advertisers in the wings, according to their syndicators, so it could end up in barter.

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## NBC nets expertise of Henry Kissinger

**Former secretary of state, in five-year deal, will do annual documentary, give occasional interviews, grant rights to book**

NBC has signed former Secretary of State Henry Kissinger to a long-term contract to serve as special consultant on world affairs, to appear in one major news documentary a year, make interview appearances on other NBC News broadcasts and give NBC exclusive rights to develop special programs based on his forthcoming memoirs, NBC President Herbert S. Schlosser announced last week.

Both NBC and Kissinger representatives refused to disclose financial arrangements, but other sources estimated the former

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**Jimmy Garbo.** A group of seven White House reporters met with President Carter last week to air some of the complaints they had been directing at news secretary Jody Powell. The press corps members are unhappy about such things as the President and Mrs. Carter slipping off to the opera at the Kennedy Center without notifying the press and his giving what amounted to a press conference as he walked through Plains after the press had been notified—on his authority—that the President would produce no news that day. But the 40-minute meeting did not seem to provide the newsmen with assurances the President would not continue to be unpredictable in his movements. "I am not going to relinquish my right to go to the zoo with my daughter, the opera with my wife or pick up arrowheads on my farm without prior notice to the press," President Carter said. He also said it is difficult to hunt quail on his farm outside of Plains with reporters and photographers scurrying about taking pictures. And he wants to hunt quail, he said. The closest to an assurance that the President was sensitive to their concern that the reporters received was in the statement that it would be rare for the White House not to arrange for a small "pool" of reporters to accompany the President and provide coverage of his informal activities.

The President also put the American public and the rest of the world on notice that his remarks—even those that appear to be casual—are to be taken seriously. "What might appear to be an off-hand statement, because of my demeanor ... is really a carefully considered statement." As an illustration, he cited his remarks at his televised news conference two weeks ago regarding measures the U.S. might propose in disarmament talks with the Soviet Union. The President said he had consulted with Soviet Ambassador Anatoly F. Dobrynin, the Joint Chiefs of Staff and Secretary of State Cyrus R. Vance on those matters in advance of the news conference.

President Carter, who has made much of intention to conduct an open administration, also indicated he was pulling back from one of his proposals for conducting such an administration—to open cabinet meetings to press coverage. He said he was reconsidering in light of the almost unanimous opposition of the cabinet members. "Frankly," he said, "some cabinet members are afraid of looking silly and having their ideas shot down" in the open.

The reporters who participated in the unusual meeting were Larry O'Rourke, of the *Philadelphia Bulletin*, president of the White House Correspondents Association who briefed other reporters on the discussion; Paul Healy, the *New York Daily News*; Sam Donaldson, ABC; Clifford Evans, RKO General Broadcasting; John Mashek, *U.S. News and World Report*; Frank Cormier, Associated Press; and Wesley G. Pippert, UPI. Mr. Donaldson was chosen to represent network television on a flip of the coin between ABC and NBC. CBS chose not to participate in the selection process, because, CBS Washington Bureau Chief Sandy Socolow said, it wasn't up to CBS to advise the President on how to act with the media.



secretary would receive about \$2-\$2.5 million.

NBC sources said the contract covers a five-year period, starting in July.

Mr. Kissinger was the second major Ford administration official signed by NBC. A few weeks ago it signed former President Ford himself to a long-term contract to appear in a number of TV programs including a major special tentatively scheduled for 1978 (BROADCASTING, Feb. 7).

Marvin Josephson, president of International Creative Management, Mr. Kissinger's representative, said ABC, CBS and NBC had all been interested "in varying degrees" in acquiring the former official's services, but that the question of payment was not discussed until Mr. Kissinger had decided he preferred the format and flexibility proposed by NBC over those suggested by the others.

Thus money was discussed only with NBC, he said, but he refused to disclose terms even to the extent of saying whether the payments would be more or less than the unofficially estimated \$2 million to be paid by Little, Brown & Co. for the book rights to the memoirs, or more or less than the \$5 million to be paid by ABC to Barbara Walters over a five-year span.

Mr. Schlosser said the former secretary would play "a principal on-air role" in the yearly documentary and that he also would work with NBC News in planning these programs. Other sources doubted the first could be scheduled before the end of 1977. Interview appearances will be made "from time to time" when Mr. Kissinger has "something special he wants to say" and are more likely to be scheduled in *NBC Nightly News* and other news broadcasts than in *Meet the Press*, according to Mr. Josephson.

The programs to be based on Mr. Kissinger's memoirs will appear after publication of the book, which is not expected before 1979. Mr. Josephson said it was contemplated that there might be three or four one-hour programs in this series, but that these estimates were only approximations and may be changed when the book is written and published.

Mr. Schlosser said NBC put "special value" on Mr. Kissinger's services to NBC News as a special consultant. Just how extensive these services might be was not specified, but Mr. Josephson said they would include Mr. Kissinger's briefing NBC newsmen—and being briefed by them on new developments—and offering counsel on major world events and trends.

"NBC is fortunate," Mr. Schlosser said, "that this remarkable man has agreed to participate in NBC's effort to extend its coverage and analysis of foreign affairs. . . . His first-hand knowledge of the changing and complex currents and the leading personalities in international affairs, together with his ability to identify and articulate the interrelated issues of foreign policy, will make him invaluable in broadening and enlightening public understanding of this important field which so deeply involves American interests and values."

## Concert promoter alleges payola as FCC opens its investigation

**WOL Washington DJ said to have received payments for playing records by and talking up appearance of rhythm-and-blues group**

A Washington concert promoter testifying at an FCC investigative hearing on "payola" and "plugola" last week said that he paid a disk jockey with WOL(AM) Washington \$14,000 for playing records and promoting a 1975 concert there.

William Washington, president of Dimensions Unlimited Inc., said that he and his partner, Jack Boyle, paid WOL DJ Melvin Edwards \$14,000 in "blood money" for what Mr. Washington described as "\$840 worth of promotion, two sell-out concerts and lots of airplay." Mr. Washington said that he paid Mr. Edwards the money for on-air promotion of an April 1975 appearance at Washington's suburban Capital Center by the rhythm-and-blues group, Earth, Wind & Fire. At the time, Mr. Edwards headed a concert promotion firm, DJ Productions, formed by WOL air personalities.

"By paying them this \$14,000," Mr. Washington said, "we were assured that their [Earth, Wind & Fire's] records would be played a lot—a hell of a lot."

Mr. Washington testified at the first day's session of the FCC's new "payola/plugola" hearings in Washington. Citing what their attorney, Jason Shrinisky, called "severe social and economic pressures" being brought to bear on them, Messrs. Washington and Boyle made a last-minute petition that their testimony be delivered behind closed doors. Administrative Law Judge Joseph Stirmer denied the request, however, and ordered the two men to testify in public. Keith Fagan, FCC counsel, and Sonderling Broadcasting Co., WOL licensee, opposed the petition.

Mr. Washington took the stand and handed over to the FCC a briefcase full of subpoenaed documents outlining what Mr. Washington said were virtually all of his contacts with Mr. Edwards over the past three years. In addition to contracts, agreements, telephone logs and the like dealing specifically with Mr. Edwards, Mr. Washington produced his records involving Mel Edwards Inc., WOL Soul Brothers, DJ Productions and Nouveau Riche Inc., all of which are promoting firms reportedly linked to Mr. Edwards. Mr. Washington was also ordered to produce similar documents concerning his dealings with Earth, Wind & Fire, Sly and the Family Stone, Rufus, Aretha Franklin, the Isley Brothers, and WOL General Manager James Kelsey and Program Director Cortez Thompson.

After over two hours of questioning by

Mr. Fagan, during which he outlined the duties of a concert promoter, Mr. Washington began describing his dealings with Mr. Edwards. Mr. Washington said that he and Mr. Boyle, who is president of Cellar Door Productions, another Washington promoter, jointly put on an Earth, Wind & Fire concert in Washington in June 1974. At the time they were making the arrangements for the concert, Mr. Washington said, he received notice from EWF's management firm, Cavallo & Ruffalo, Los Angeles, that it was "having some trouble with some DJ's" in Washington. Cavallo & Ruffalo was "concerned about records being played in the market—especially at WOL," he said.

After an exchange of letters with Egmont Sonderling, WOL's owner, Mr. Washington said he met with Mr. Kelsey and the WOL DJ's, and after the meeting he began monitoring the station. From April to June 1974, Mr. Washington said he didn't find "anything unusually wrong" with the way the station presented records.

From June 1974 (after the EWF concert) through "most of 1976," however, Mr. Washington said that he got the impression that a group promoted by DJ Productions got a "more than normal" amount of airplay on WOL and that the DJ's there plugged their own concerts.

The \$14,000 payment to Mr. Edwards and DJ Productions involved another appearance by EWF in April 1975. According to Mr. Washington, DJP had obtained first refusal rights to the group in the Washington area, but that in February 1975 he made a firm commitment with EWF's management firm for the April booking.

Shortly thereafter, Mr. Washington said, he received a call from Cavallo & Ruffalo (he said he could not recall who in the firm spoke with him) during which he was told that the WOL DJ's would have to be "taken care of." By that, Mr. Washington said he understood that the DJ's would have to be paid in order to keep them from stopping the playing of EWF records on the station. "We had to create some kind of situation that would keep them happy," Mr. Washington said.

An agreement signed by Messrs. Washington, Boyle and Edwards guaranteed DJP a maximum of \$14,000 if the concert grossed over \$266,000. DJP's responsibilities under that agreement were to "emcee the EWF concerts and . . . produce any and all commercials for the concert. . . ." Mr. Edwards then attached to the agreement a release, signed only by himself, saying, "DJP agrees that performances at the concerts . . . by EWF will totally and completely fulfill any prior contractual obligation which EWF has to DJP. . ." There is no mention of any other compensation for the rights to the band.

The \$14,000 was paid to Mr. Edwards. Mr. Washington said, by Mr. Boyle and himself by check the night of the concert. Mr. Washington said Mr. Edwards then endorsed the check, handed it back to them, and they gave him the money in cash. Mr. Washington said Mr. Edwards





**Heading for the hearing.** Top left, FCC Administrative Law Judge Joseph Stirmer; top right, commission attorney Keith Fagan; bottom left, Washington concert promoter William Washington and attorney Jason Shrinsky; bottom right, WOL(AM) Washington disk jockey Melvin Edwards.

## All-news radios band together for self-help and programing

**From Dallas meeting emerges News and Radio Information Association; it hopes to have feature package on air next month**

A new organization of all-news radio stations, the News and Information Radio Association, was officially born in Dallas last week. Hopes are for it to be operational by March 1.

The 38 stations registered for the founding convention at the Quality Inn are all orphans of NBC's News and Information Service (NIS), which discontinues operations May 29. Station representatives met from Monday morning through Wednesday afternoon, spending about 12 "grinding" hours each day hammering out by-laws, choosing feature material to be used and electing officers.

The organization will have an annual budget of about \$500,000, according to Richard Brady of KXXA(FM) Little Rock, Ark., who was elected treasurer. Dues will be collected from member stations on a sliding scale based on NBC's market valuations for NIS. The cost to stations in the association was said by one station manager to be about a third the rate they were paying for NIS.

The number of stations that will actually join the new association initially is expected to be about 35. Some NIS stations have not yet been able to align themselves with other networks and may be forced to change from all-news formats.

Negotiations were conducted during the convention with from 12 to 15 different suppliers of feature material, and a package was tentatively agreed to which included a daily supply of 35 "soft" features, each with an average length of one-and-a-half to two minutes. According to Mr. Brady, the actual feature line-up must be approved by a membership vote which is to be taken by mail this week, and he refused to specify what features were selected until final approval is secured.

One plan of the organization is to have a monthly "all-news idea exchange report." Each member station is to send a monthly newsletter to all other members containing news, tips and recommendations about its operations. The reports will be confidential. "The key to our survival is our communication with each other," said Mr. Brady.

The association will have its headquarters in New York, probably in offices leased from a radio station or network. An executive director, to be titled "president," is yet to be selected.

Acting chairman of the association until the first chairman can be chosen is Lee Morris of WSOC(AM) Charlotte, N.C.

"even asked for more money, not for all the disk jockeys, but for himself."

Mr. Washington testified for two full days. During his time on the stand, he recounted four other incidents of dealing with Mr. Edwards and DJP: a June 1975 Al Green concert; a July 1975 Isley Brothers date; Aretha Franklin in November 1975, and a December 1975 Rufus concert. None of these concerts involved payment greater than \$1,400 to Mr. Edwards, and he was paid nothing for either the Rufus or the Al Green engagements, Mr. Washington said.

Mr. Fagan was especially interested in the Al Green appearance, however, and Mr. Washington told of a meeting between Mr. Green and the WOL DJ's. The concert, Mr. Washington said, was a financial failure, and he owed Mr. Green \$35,000 for appearing. Mr. Washington said that the DJ's "got him to take a lot less money."

Because the FCC hearings are investigatory, they are not governed by courtroom procedures. There is no cross-examination of witnesses, and much of the testimony given would be inadmissible in court as hearsay. A. Harry Becker, attorney for Sonderling, has petitioned that his client be accorded "party status" in the proceeding, and that he be allowed to cross-examine witnesses, make objections and present his own witnesses. There is no indication as yet, however, that

Judge Stirmer will allow this.

David Meyers, attorney for Mr. Edwards and the other disk jockeys involved (Roger Bethel, whose airname is Raymond St. James; Charles Green, airname Chuck McCool; Marshall Payne, airname Bobby Bennett, and Gregory Hines), flatly denied Mr. Washington's allegations.

Mr. Meyers would not allow his clients to address the allegations raised by Mr. Washington specifically, but Mr. Edwards did call the testimony "a lot of lies." He added, "We will probably look bad until we can give our side."

Mr. Boyle is expected to take the stand tomorrow (Feb. 22) when the hearing resumes. Indications are that he will substantiate Mr. Washington's charges and, quite possibly, offer new ones.

Egmont Sonderling is scheduled to testify after Mr. Boyle. Mr. Sonderling is likely to offer documentary evidence outlining how WOL is operated and how records are selected for airplay. The substance of his argument should be that program decisions at the station are made by Mr. Thompson or by Mr. Kelsey, and that the DJ's actually have very little say about what records are played on the air.

The hearing should last through this week, and, if Mr. Fagan continues at the pace he set with Mr. Washington, they will continue into next week. Mr. Fagan has refused to mention any other stations or cities he will be investigating.

## ABC standing by Barbara Walters et al.

To stem mounting speculation, Frederick S. Pierce, president of ABC Television, issued a statement Friday asserting that "Barbara Walters, who appears to be the target of much of the recent publicity, will continue on the *ABC Evening News* with Harry Reasoner." He said ABC would "place greater emphasis on field reporting and the modern techniques available today in order to strive for a contemporary newscast that reflects broadcast journalism at its best."

The statement was Mr. Pierce's first on news since that division was added to his responsibilities at the start of this year, but it has been reliably reported that he has conferred individually with both Miss

Walters and Mr. Reasoner and with both inside and outside news specialists in a determination to solve any rift that may exist between the co-anchors and get the program moving upward.

There has been speculation that Av Westin, executive producer of *ABC Evening News With Harry Reasoner* until he resigned in a policy dispute a year ago at the request of ABC News President William Sheehan (BROADCASTING, Feb. 2, 1976), might be asked to return to the network.

There has also been recent speculation that Mr. Reasoner might leave the newscast. Last Friday he said there has been so much speculation that he would

not comment on any of it. He did say his contract has about three years to run but that he has had an "understanding with my friends at ABC" that "if I gave it a good try for a couple of years" and then decided he wanted out, they would try to accommodate him.

Mr. Pierce also observed that "the success of a network's national news is related in part to the success of the local news adjacency," and noted that ABC-TV is working with its affiliates on "a mutual long-range news growth objective." This was an allusion to the appointment of Al Ittelson to direct a new committee being set up to work with affiliates on improving their local news operations. But "more importantly," he added, ABC will work on improving the *Evening News* itself.

### In Brief

- White House aides were drafting letters to three TV networks late Friday afternoon, urging them to "open up their programs" for deaf viewers. President Carter, touring Department of Interior that morning, was asked what could be done to help deaf viewers; President said he would "direct a letter" to networks before day was over. Rosalynn Carter had asked networks to provide sign-language coverage of inauguration, was turned down. (PBS did use technique for coverage, fact networks cited in turning down her request.) FCC in December adopted rules enabling broadcasters to use part of TV screen for transmitting coded captions that would be visible on decoder-equipped television sets (BROADCASTING, Dec. 13, 1976).
- Des Moines (Iowa) Register and Tribune Co. has bought WQAD-TV Moline, Ill. (ch. 8, ABC-TV) for "close to \$10 million" from Moline Television Corp. (Francis J. Coyle, Arthur M. Swift, 40 others), subject to FCC approval. Mr. Swift will remain station's president; Michael Gartner, executive VP of Register and Tribune, will become chairman.
- CBS Newsman Walter Cronkite, 60, has signed new contract "until retirement, whenever that may be." Sources put pay between \$400,000 and \$450,000 annually, with 10 weeks vacation.
- First of what White House's Office of Media Liaison says will be twice-monthly briefings for out-of-town journalists will be held March 4. List of 22 invitees is not firm. President is expected to spend 20-30 minutes with group.
- Buffalo (N.Y.) Evening News, part of media package that includes WBEN-AM-FM-TV there, has been sold to Blue Chip trading stamps company for \$33 million. Warren Buffett, principal, is self-described "newspaper buff," owns 10% of nonvoting stock in Washington Post Co. Sale of properties was triggered by inheritance tax liability following 1974 death of Mrs. Kate Robinson Butler ("Closed Circuit," Jan. 24). Buyers are in line for broadcast properties but decision on whether to sell won't be made for two or three weeks, depending on whether paper sale clears up tax problem. Vincent J. Manno was broker on newspaper sale.
- Rev. Donald Wildmon, Methodist minister in Southaven, Miss.—"fed up" with sex and violence on TV—is conducting one-man campaign to get Americans to turn off sets week of Feb. 27-March 5.
- CBS-TV sales department has been restructured under Frank Smith Jr., VP-sales: James H. Rosenfield, VP-sales administration, named VP-national sales manager; Paul Isacson, VP-eastern sales, named VP-sales planning; Sherman Adler, director of national sales, named VP-sales administration; Carl Tillmanns, VP-general sales manager, named VP-West Coast sales (based in Hollywood); William M. Materne, VP-national sales, named VP and assistant to Mr. Smith, and Jerome Dominus, director of daytime sales, named VP-eastern sales. Two executives will take early retirement: Joseph N. Curl, VP-West

Coast sales, and Robert C. Mayo, director, news program sales.

- Barry Jagoda, special assistant to President for media and public affairs, and deputy, Richard Neustadt, have invited members and staffs of Senate and House communications subcommittees to "purely social" get-together at Mr. Jagoda's Capitol Hill home on Friday (Feb. 25).
- House Communications Subcommittee has selected group of 14 broadcasters to advise on broadcast portion of Communications Act rewrite. Television: Neil E. Derrough, WBBM-TV Chicago; Stanley S. Hubbard, KSTP-TV St. Paul Minn.; Don B. Curran, Kaiser Broadcasting, San Francisco; Joe Floyd, KELO-TV Sioux Falls, S.D.; Kelly Atherton, WFIE-TV Evansville, Ind.; Ray Johnson, KMED-TV Medford, Ore., and Charles Grisham, WYEA-TV Columbus, Ga. Radio: James Gabbert, KIOI(AM)-KIOI(FM) San Francisco (and president, National Radio Broadcasters Association); Charles K. Murdock, WLW(AM) Cincinnati; Jerry Lee, WQVR(FM) Philadelphia; Carl Venters Jr., WPTF(AM)-WODR(FM) Raleigh, N.C.; Joseph M. Costello III, KSMI-FM Donaldsonville, La.; Edward Fritz, WNLA-AM-FM Indianola, Miss., and Stephen Heater, KSPN(FM) Aspen, Colo. Chosen to advise on cable portion of project: Ralph Baruch, Viacom International; Richard Brown, Washington law firm of Brown & Effros; Curtis White, Citizens Communications Center; Henry Geller, former FCC general counsel, now with Aspen Institute Program on Communications and Society; Glen O. Robinson, former FCC commissioner now law professor at University of Virginia, and Clay T. Whitehead, former director of Office of Telecommunications Policy.
- Jeffrey B. Lawenda, general sales manager, WCBS(AM) New York, named VP-general manager, CBS Radio Spot Sales, succeeding John Lack, named VP-general manager of wcbs (see page 80).
- Elmo Ellis of WSB(AM) Atlanta and Robert White of KIII(TV) Corpus Christi, Tex., received two principal Abe Lincoln awards of Southern Baptist Radio and Television Commission in Dallas last Thursday. Speaker was Mrs. Lyndon B. Johnson, who received distinguished communications medal.
- Quincy Howe, 76, retired newscaster and commentator for CBS and ABC, died Feb. 17 in New York of cancer of larynx. He joined WOXR(AM) New York in 1939, CBS Radio in 1942, left network in 1949 to teach at University of Illinois, then went to ABC from 1954 to 1968, appeared occasionally after that.
- George Perrin Adair, 73, former chief engineer of FCC, died Feb. 17 in Olney, Md., of cancer. He joined commission in 1934, became chief engineer in 1944. From 1947 until retirement in 1970 he headed own consulting engineering company in Washington.
- Broadcasting's headline on page 73 this issue—"CBS dashes PBS hopes to carry Carter's radio call-in show live"—is victim of "misperception," according to PBS President Larry Grossman, and of early deadline. Although public network had hoped to have live cameras in Oval Office, Mr. Grossman said issue of live coverage was overemphasized. "We didn't push it," he said.

# **PROFESSIONAL SALESMANSHIP MAKES THE DIFFERENCE**

**WRIT • WBCS  
Milwaukee**

**NOW  
REPRESENTED  
NATIONALLY**

**by**



Buckley Radio Sales, Inc.



**Esquire asked some people  
you know to say "a fond farewell  
to the finest, funniest show  
on television."**



**BARBARA WALTERS**

"It's my favorite program—there's nobody like Mary Tyler Moore. She's fresh without being icky-poo. Someday I hope Mary Richards gets my job."

**CAROL BURNETT**

"If there is an afterlife, I'd like to come back as Mary. I just love her."

**HOWARD COSELL**

"I think Mary is terrific; she's done a sensational job."

**BOB NEWHART**

"As a viewer, I would like to thank her for elevating the situation comedy to a level from which it can never retreat."

**ROGER STAUBACH**

"Her acting is great, and whoever writes the show does a good job. Mary's not too hard to look at either. And my wife knows I think that."

**CARL REINER**

"It saddens me that I won't be able to see Mary regularly anymore. It was a special show and one that was important in the evolution of television comedy."

**SHIRLEY CHISHOLM**

"I will miss Mary. One of the delightful aspects of the show is that it featured a single woman making it in a male dominated occupation."

**JOHN CHANCELLOR**

"If Mary needs a job, send her over to the NBC newsroom."

**NORMAN LEAR**

"I think she's a sensational lady married to a wonderful guy. I love to watch Mary work and I love to be with her. The only thing I didn't include in my own Playboy interview was my lust for Mary Richards."

**ROBERT REDFORD**

"Once while renting a house in Malibu, I saw her bundled up, walking alone on the beach. I wanted to introduce myself and walk along with her, but my respect for other people's privacy prevented it. 'The Mary Tyler Moore Show' is the only network show I consistently watch. She seems at once positive, vivacious, vulnerable, attractive, independent, adventurous and feminine. I would still like to walk with her on the beach."

**TONY RANDALL**

"A wonderful woman. I'd love to get together with Mary for a chat, but she never calls."

**HELEN GURLEY BROWN**

"I consider Mary a Cosmo girl, both in the series and in her personal life. On one hand, she's very feminine and susceptible, but on the other hand she and her husband run a multimillion-dollar empire. She just exemplifies the Cosmo girl in every way."

**DICK VAN DYKE**

"She's the best comedienne in the U.S. today. When you wrap all that talent with a charming, friendly, helpful woman, you have a natural treasure."

**ANDY WARHOL**

"It's really one of my favorite TV shows. I've been following Mary's career since The Dick Van Dyke Show."

**JOHN LEONARD**

"If every time I think of Vietnam I can manage at the same time to think of Mary Tyler Moore, I can also manage to feel not so bad about being an American. Perhaps perkiness will save the world."

**BETTY FORD**

"She's terrific, talented and a joy to work with."

**ALFRED HITCHCOCK**

"The Mary Tyler Moore Show' is one of the oases in what has been called the wasteland of television."

**HUBERT HUMPHREY**

"It used to be that Minnesota was known as the land of ten thousand lakes that had the coldest temperatures on the weather map. But all of that changed when Mary Tyler Moore surpassed durum wheat as the state's heartiest product."

**DICK CAVETT**

"I hate to see it go, but for my friends who are involved in it, I can't wait for the reruns."

**JIM BOUTON**

"I tried to get our writers to write Ball Four like M.T.M. There's a reality in that show that we were never able to capture. And it's funny. Anyone can get humor from gags, but not everyone can get humor from reality, and that's what makes a successful show."

Note: Quotes are reprinted, with permission, from the cover story of Esquire Magazine, February 1977.

**Cheer up. Think of these accolades as a loud hurrah for the finest, funniest show in syndication:**

**"The Mary Tyler Moore Show"  
from Viacom**



# The News makes News on KOSA-TV Odessa-Midland

As every buyer knows, the most important showcase of a station is its news operation.

These figures prove the dominance of KOSA-TV in the Odessa-Midland Market:

**Early News (6-6:30 PM, M-F)**

**56 Share of Total Homes\***

**Late News (10-10:30 PM, T-F)**

**52 Share of Total Homes.\***



*The news team of KOSA-TV is sharply aware of the leadership tradition of KOSA-TV. They strengthen that tradition every night.*

*Daye Elliott*  
President & General Manager

## KOSA-TV

ODESSA-MIDLAND

A CBS Affiliate



**MEMBER FORWARD GROUP**

WTRF-TV Wheeling KCAU-TV Sioux City

WSAU-TV Wausau WRAU-TV Peoria

KOSA-TV Odessa-Midland WMTV Madison

\* Source: Nov. '76 Arbitron  
Subject to the limitation of the survey

## Programming

### Game plans for programming talked in team meetings at Miami Beach

ABC's was a love feast, NBC's was surprisingly calm for a TV network that's in third place in the season-to-dates, and CBS's was grim, as befits a prime-time schedule that has fallen from an unbroken 20-year string of first-place finishes to its current status of distant second to runaway ABC.

That, in a nutshell, summed up what happened when the affiliates of the three networks got together at the National Association of Television Program Executives' meeting in Miami Beach last Monday (Feb. 14) to talk about their strengths and weaknesses. Programers from independent stations also assembled at the same time to question three top agency men about issues related to national spot advertising.

**At ABC-TV: more 'Roots'-type programming, including series on Eisenhower; experimentation with hour-long comedy shows**

Fred Silverman, the president of ABC Entertainment, used that network's meeting to detail some of his upcoming projects, the most interesting of which, in the light of *Roots*, could turn out to be a long-form made-for-TV movie about the war years and the presidential years of Dwight Eisenhower. Mr. Silverman revealed that he'd just bought the rights to "Past Forgetting: My Love Affair With Dwight D. Eisenhower," by Kay Summersby Morgan, the volume just published by Simon & Schuster.

ABC, he said, has also picked up the

number-two nonfiction best-seller on the current lists (right behind "Roots"), Gail Sheehy's "Passages," which could be turned into long-form dramatized stories about the crises people go through at various stages of their lives, particularly when they're in their 30's and 40's.

*How the West Was Won*, which racked up big numbers in its recent telecast as a six-hour miniseries, will also be on ABC's prime-time schedule in some form next fall, he said.

Pilots he talked about included three 60-minute comedy series: *Operation Petticoat*, a comedy set aboard a U.S. Navy vessel, which will be based on the Cary Grant movie and be produced by Universal; Aaron Spelling's gang comedy, *The San Pedro Bums*, and a series that will hark back to the Frankie Avalon-Annette Funicello musicals of the early 60's, to be called *Malibu Beach*. All are unusual in that 60-minute comedies have rarely been tried in the past, and the few that did make the schedules were shot down early by low ratings.

Mr. Silverman also announced another unusual form—a 60-minute weekly prime-time soap opera, beginning in June, called *Beggars and Choosers*, to be written by Agnes Nixon.

Answering questions posed by affiliates, Mr. Silverman and ABC-TV President James Duffy made the following points:

- The 12 hours of *Roots* will not run again for at least a year and a half, and possibly longer.

- ABC is disappointed that it lost out to NBC in the bidding for the 1980 summer Olympics in Moscow, but it's breathing a sigh of relief that it's not now faced with the pressures of actually working with the Russians over the next three years.

- The Harry Reasoner-Barbara Walters nightly newscasts are showing some progress in the demographics; sales are going well, Miss Walters's prime-time specials are scoring big ratings and her absence from NBC's *Today* show has put a dent in its ratings. There are no plans to



**Upward bound.** NATPE President Phil Boyer (l) was the programming vice president for the ABC-owned TV stations when he went to Miami last week. He was the vice president-general manager of WLS-TV Chicago when he went home. The good news was given both Mr. Boyer and NATPE conference delegates at Monday's luncheon, in a surprise appearance by Richard A. O'Leary (r), president of the owned stations division, breaking into the convention address of FCC Chairman Richard E. Wiley, who yielded the microphone for the occasion.





**NBA REACHES  
NEW HEIGHTS ON CBS®**  
**...RATINGS UP 35%  
OVER LAST YEAR!**  
**...BEATING COLLEGE  
BASKETBALL BY 13%!**

Source: Estimates based on Nielsen Television Index, Average Audience Rating. "...Ratings up 35%..." November 9, 1975–February 1, 1976 vs. November 25, 1976–January 30, 1977. "...Beating college basketball..." Sundays, January 2-30, 1977. Subject to qualifications available upon request.

# EVERYBODY IS A WINNER

When MGM held its first annual Roaring Lion Sweepstakes at NATPE, everyone was a winner. Some of your fellow program directors won prizes and others took home some great MGM properties. At MGM, we want everyone to be a winner. **MGM TELEVISION** 

**Ed Aiken, KPHO-TV; E. Leroy Ollinger, KWGN-TV; Mike Kievman, WSB-TV; Philip Slavick, WHC-TV; Bill Spiegel, WLWT; Harry Barfield, WLEX-TV; Charles Bradley, WPVI; Harvey Seslowsky, Film Service Corp.; Linda Desmarais, WMAL-TV; Joseph Buerry, WEVU-TV; Steve Fisher, WJRT-TV; Erwin Parthe, WNEM-TV; Don Rinker, WRTV-TV; John L. Robinson, WTEV; Charles Horich, WMAR-TV; John Felton, WPBT-TV; Bill Baker, WEWS-TV; Phil Boyer, ABC owned stations; Don Tillman, WTTV; Robert McCourt, WSOC-TV; John Harkrader, WDBJ-TV; Lon Lee, WJXT; Arnold Brustin, KNXT-TV; Dick Theriot, Film Service; John Hutchinson, WNED-TV; Richard Ballinger, WNEW-TV; William J. Helms, WCIA-TV; Doug Dupperrault, WFLA-TV; Wayne Barrington, KMTV; Cal Bollwinkle, KXTV; J. E. Callaghan, WSOC-TV; Elmer Jaspan, WDRB-TV; Bob Gould, KXAS-TV; Robert C. Vinson, AFRTS; Dave Miller, WCMH-TV; Jim Duncan, WTVD; Chuck Larsen, WKYC-TV; J. W. Birdwell, KTLA; G. McElrone, WBAY-TV; Harry McClintock, WTLV-TV; Ted Baze, WPHL-TV; Gary Robinson, WGHP-TV; Don Dillion, WANE-TV; Karl Richards, WCOV-TV; John A. Haldi, WBNS-TV; Larry Cazavan, WISH-TV; John A. Comas, WXII-TV; Dick Dreyfuss, WPGH-TV; Paul D. Coss, KABC-TV; Jerry Carr, WCKR-TV; Elizabeth H. Hayter, WCAU-TV; Ray Dantzler, WTVT; John Duvall, WLEX-TV; Quintin Renner, WBEN-TV; John Edgerton, WBTV; Frank Jank, KVOS-TV; James D. Johnson, NTV Network; Jack Jacobson, WGN Continental; Edward Koplal, KPLR-TV; Lance Russell, WHBQ-TV; Jack G. Shafer, McGraw Hill Broadcasting; Tom Kenney, KHOU-TV; Don West, CBET-TV; Jeanne Findlater, WXYZ-TV; Lou Farraye, Gilman Group; Terry Walden, WSTV-TV; Jim Ferguson, WAGA-TV; A. George Koplal, WHBF-TV; Keith Gunther, KSD-TV; John Dorkin, WLKY-TV; Herb Gold, WJKS-TV; Harry Wiest, WROC-TV; Bob Sutton, WWJ-TV; Tak Kako, WABC-TV; Paul E. Walton, WNDU-TV; Mack Humpidge, WSAV-TV; Jerry L. Williams, WCTV; Dave Handy, WSPA-TV; Neil Kuvin, WXIA-TV; George C. Leh, WEYI-TV; June Kodatt, WTVT; Roger Ottenbach, WEEK-TV; Dale Wright, WMAR-TV; Tim Noonan, KWVL-TV; Bud Turner, WDAF-TV; Mel House, KBNA-TV; Gordon West, WCAU-TV; Jim Hall, WCOV-TV; Ken Staaf, WCEE-TV; John Proffitt, KCMO-TV; Irwin Starr, WMAL-TV; Ron St. Charles, WUAB; Derk Zimmerman, KBHK; Joe Perkins, WTAR-TV; Bill Lacey, WCBS-TV; Harry Francis, Meredith; Clem Candelaria, KTVT-TV; Thomas Todd, WFBC-TV; Rick Ray, WRAL-TV; Lee Eden, Corinthian Broadcasting; Jim Anians, KPLR-TV; John McGhie, KOIN-TV; Amy McCombs, WFSB-TV; Robert Huber, WJW-TV; Clifford Pine, WFTV-TV; Terry Sams, WJBF-TV; Kenneth Kagen, HR-TV; Judy Larson, WCTI-TV; Buddy Ragan, WNGE-TV; Raymond Barp, KIVI-TV; Ben Hevel, WCPO-TV; Jane Boyd, WKBS-TV; Jack Rye, KTSM-TV; Nick Freeman, KIRO-TV; Tom Freeley, KCPO; Jack Carroll, KMOL-TV; Paul Brown, KATC-TV; Paul Oughton, WITN-TV; John Renshaw, KSLA-TV; Gus Bailey, WCSC-TV; Lemuel Schofield, WRCB-TV; John Williams, WPSD-TV; John Frankenfield, WBAL-TV; By Williams, WIIC-TV; Hewitt Griffin, WLBT-TV; Richard Sweeney, WHAS-TV; John Irvin, KOTV-TV; Jules Moreland, KFMB-TV; Van Cantfort, WSB-TV.**



# WITH MGM TELEVISION

**MEDICAL CENTER.** The blockbuster dramatic series now available for syndication. Last year, 14 million women viewers made Medical Center number one in its time period. And it could win big for you, too.



**3" TAILOR-MADES.** Award-winning dramas like "Babe". Star-studded mysteries, comedies, action and adventure shows it off network. Everything you need to win a big share of your market.

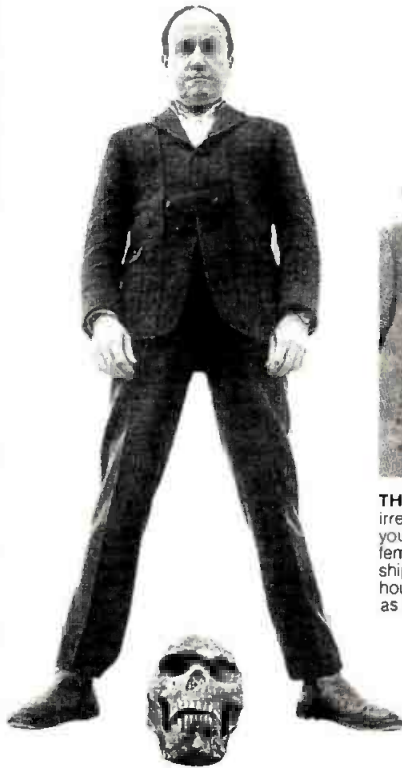


**PLEASE DON'T EAT THE DAISIES.** Please don't miss this one: 58 delightful half-hours based on Jean Kerr's best-selling book. Two parents and four precocious, mischievous children who will capture and win female and family audiences.



**THE RISE AND FALL OF THE THIRD REICH.** This is it. The three-part program that's been scoring high ratings across the country. An eye-opening investigation into Hitler's origins, rise to power and downfall. He may have lost—but you'll win big with this one.

**AN EVENING WITH GENE KELLY.** Recalling his years as a dancer, choreographer, actor, director and entertainer, Gene Kelly, in an intimate interview, tells it like it is. It's funny, tender and filled with great moments. It's a winner, too.



**CONQUEST.** Exciting. Fascinating. Terrifying. Yet all true. Six one-hour specials about man, his history, and the world around him. Powerful programming that'll conquer the competition.



**THE COURTSHIP OF EDDIE'S FATHER.** An irresistibly charming child and a handsome young bachelor with phenomenal appeal to the feminine sex. Women 18-49 love "The Courtship of Eddie's Father," and so will you. 73 half-hours in color that build and keep an audience as it goes along. A winner all the way.

**DAKTARI.** 89 episodes about a veterinarian and his family who live in the jungles of Africa... a charming series that continues to draw. If family audiences are an endangered species, win them back with this winner from MGM-TV.



**THEN CAME BRONSON.** Michael Parks stars in this lyrical haunting series... 26 one-hour episodes about one man's search for the meaning of life. Your audiences will find a meaningful relationship with Bronson—an exciting answer to your search for winning ratings.





ABC-TV's Jim Duffy addresses his affiliates.



NBC-TV's Howard (I) and Segelstein



CBS-TV's Bob Wussler

transfer either Miss Walters or Mr. Reasoner to Washington, they said.

■ Al Ittleson will be the vice president of ABC's news advisory service, which will be available to all the network's affiliates for consultation on how to beef up the ratings of local newscasts through advice on everything from better graphics to more strategic advertising and promotional campaigns.

■ Two programming moves were made public: ABC will soon add a half-hour to its daytime schedule, with the move of *Happy Days* to 11 a.m. NYT (a time period formerly programed by the local stations), *Family Feud* up to 11:30 a.m., and the adding of a new program, to be announced, at noon; and the repeating of *Rich Man, Poor Man: Book I*, the 12-hour movie that started ABC on its drive to first place a year ago January, over six consecutive nights this summer.

**Is there a 'Jimmy and Amy' show in NBC-TV's future? For sure there are more comedy, fewer cops**

Irwin Segelstein, the executive vice president for programs of NBC-TV, let it drop during that network's affiliates' meeting

that NBC has approached President Carter to participate with his daughter Amy in a Saturday-morning interview program (with the interviewees possibly being children). Although Mr. Carter hasn't said yes to the proposal, he hasn't said no, either, Mr. Segelstein said.

After the meeting, Mr. Segelstein said, "This is the only direct feedback I get from the station guys, and I came away feeling very good. The affiliates were obviously pleased by our getting the Moscow Olympics." He added that NBC's drop into third place in the season-to-dates earlier this month was never even referred to by the affiliates.

Mr. Segelstein and Robert Howard, the president of NBC, made the following points:

■ With 150 hours of Moscow Olympics telecasts, NBC will end up making money despite a total outlay that's expected to go beyond \$100 million. NBC will not be forced to make any pro-Soviet documentaries as part of the deal with Russia for the Olympics rights.

■ If the Writers Guild goes on strike next month, the networks' schedules would be thrown into chaos. But talks are moving in the "right direction," and if the

disputes are settled without a strike, NBC will announce its 1977-78 prime-time schedule between April 15 and May 1.

■ NBC is floating about 50 pilots as candidates for next fall's schedule, and cop shows are getting short shrift. But NBC doesn't rule out one or two cop shows making it onto the schedule, particularly if in the realistic mode of a *Police Story*.

■ The affiliates will soon be sent a 25-minute program that vigorously defends NBC against charges that it runs too many violent shows. The program will be available for screening by local civic groups as at least a partial answer to the heavy volume of attacks on television.

■ In answer to affiliate complaints about network encroachment into station time when its *Weekend* news-magazine show begins a weekly run next January (Sunday, 6-7 p.m.), Mr. Howard asked them to give it a chance because that's the time period *60 Minutes* made famous before CBS moved it into prime time. But when an affiliated station executive asked for a show of hands from the stations that planned to clear *Weekend*, fewer than half responded.

■ Both *Sanford and Son* (without Redd Foxx, who has signed a contract with ABC) and *Chico and the Man* (without Freddie Prinze, who committed suicide last month) will probably return to NBC's schedule next fall, with new supporting players for *Sanford's* Demond Wilson and *Chico's* Jack Albertson.

■ Relating to general programming trends at NBC, comedian Chevy Chase is working on a variety special, comedian Richard Pryor has been signed to do a variety hour as a pilot for a possible series, producer George Schlatter is moving ahead on a batch of *Laugh-Ins* with a whole new cast, and a new form of development is taking shape whereby NBC will do three or four episodes of a series that looks promising (instead of just a one-shot pilot) to iron out the kinks and then air the episodes then going to a full season of production if the ratings are good.

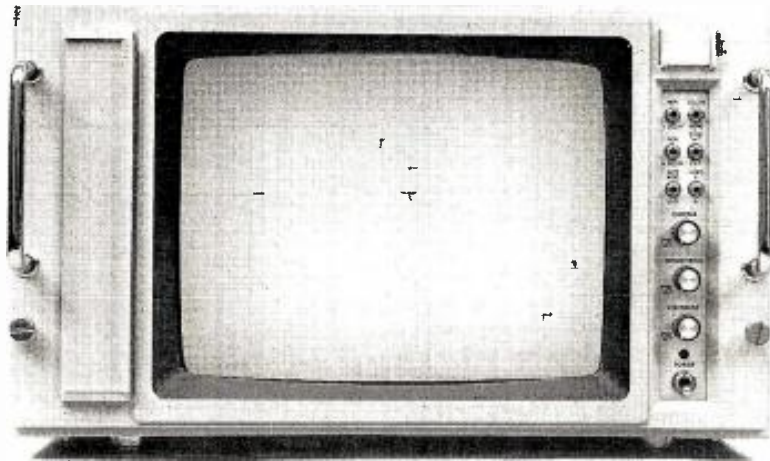
**At CBS-TV: With nothing left to lose, a large amount of flexibility allows innovation**

A beleaguered Bob Wussler faced CBS-TV affiliates for a session devoid of the usual "good news, bad news" remarks. There seemed only one kind. He could and did remind his questioners that "we're still the number-one network all day long," but did not dwell on that point. "I recognize we've got a problem in prime time. Ask the toughest questions you can," he said.

(There was one moment of relief in the otherwise gloomy session. Ed Pfeiffer, of WPRI-TV Providence, R.I., suggested and won "a great big round of applause" so that the NBC and ABC affiliates meeting in adjacent rooms "would wonder what we're up to." His colleagues complied with vigor in the meeting's only moment of enthusiasm.)

Why had CBS scheduled *Helter Skelter*,

# It takes guts to run your video through an Ikegami broadcast monitor.



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*Roller Ball* and *A Man Called Horse* three weeks in a row? Because "we're a new team" still getting its act together and "under pressure from all of you to do as well as we can in sweep periods." Mr. Wussler said the network had considered but decided not to schedule three or four other shows of similarly violent nature.

Was there anything affiliates could do to help? Yes, Mr. Wussler said: Do a better job of prime-time clearances. "We can't make it with 80%, 85% or 87% clearances," he said.

Did *Evel Knievel* foreshadow things to come? No, he said, admitting embarrassment over the daredevil's two-hour special that drew good ratings but disastrous comment. "We needed product," Mr. Wussler said, saying it had been "a quick decision last November." CBS has turned down an option on a second *Knievel* special, and Mr. Wussler said that "ABC and NBC are fighting over it."

What does the new season look like? CBS will have 50-55 projects from which to make its schedule choices this spring, with a summer and early fall development program lined up just behind those (to rescue any that fail). Mr. Wussler said he was high on *Busting Loose*, which he called a youth-oriented comedy better than *Laverne and Shirley* or *Happy Days*, and *Andros Targets*, which he said received poor critical review but was considered solid by both the network and affiliates ("It's better than some of the things we had to go to schedule with"). He also spoke highly of *Nashville 99*, described as "a nonviolent cops-and-robbers show with a country-and-western sound," and of a *Dick and Jane* series featuring "a young Mary Tyler Moore."

The schedule, he said, needs "as much of an overhaul as we can possibly give it. You'll see a different look come this fall."

How about *Code R*? CBS is living out a 13-week commitment, he said, noting that "It's no worse than *Spencer's Pilots*."

Would the network stick with *Who's Who*? "We have great faith in it," Mr. Wussler said, although it was getting only 20 or 21 shares.

Would there be more award shows? Yes. Stressing the importance of specials, Mr. Wussler said CBS had existed for years on the strength of its weekly series, whereas



**Person of the year is man of the hour.** Fred Silverman, the president of ABC Entertainment, received the Person of the Year award at the National Association of Television Program Executives meeting in Miami Beach last Tuesday (Feb. 15). Mr. Silverman's speech focused on *Roots*, from the standpoint that "on every level—local, syndicated, station-group, advertiser-created, network—we have advanced so far, so fast, that *Roots* was simply the next logical step in the progression."

the network of the future would have only 10 to 12 hours of weekly series interspersed with specials, movies, miniseries and four-, six- or eight-hour "short bursts." Among those on the drawing boards: a Howard Hughes project, a John Dean book and a Hitler book.

Did CBS still get first crack at the best product? No. Was there a timetable for a return to leadership? Mr. Wussler said he hoped to challenge in 1978. "It's not going to be easy to beat what ABC has accomplished in the last few years," he said.

If there was a silver lining, it seemed to be in terms of flexibility. Considering that

the present prime-time schedule was in such disarray, "CBS has never been in a better position to be innovative and daring," Mr. Wussler said.

### Independents hear defense of barter, doubts on fourth network

At the meeting of independent TV stations, Leavitt Pope, the president of WPIX-TV New York, stood up in the audience and asked the three panelists—Robert Buchanan, senior vice president in charge of media for J. Walter Thompson; Michael Moore, senior vice president and director of media management for Benton & Bowles, and Howard Eaton, senior vice president and director of broadcasting for Ogilvy & Mather—to commit then and there to buying some 30-second spots (at \$40,000 each) for their clients in Operation Prime Time, the six-hour made-for-TV movie version of Taylor Caldwell's novel, "Testimony of Two Men." All three declined, although two days later General Foods agreed to buy six minutes (for \$480,000) in the project.

In the general question period, all three defended the sharp increase in agency-bartered shows as a way to make sure that "program content is ideally suited to specific advertisers," according to Michael Moore. These advertisers, he added, are in many cases taking national-advertising dollars (instead of the spot dollars on which independent stations are so dependent) and "generating efficiency buys greater than" typical network efficiencies.

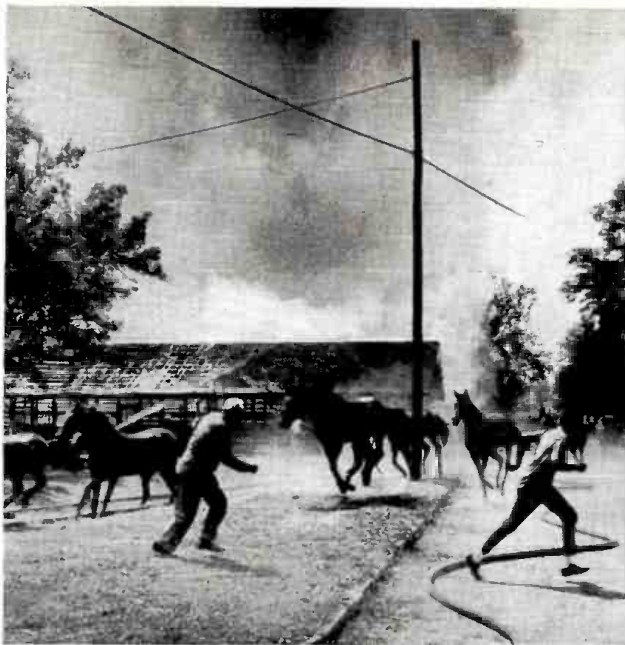
But he pointed out later that some advertisers would prefer a locked-in-place fourth network for the launching of major national campaigns rather than a barter series, each episode of which is bicycled around the country, to be played at the station's convenience.

But Jack Jacobson, the programing vice president for WGN-TV Chicago, who moderated the give-and-take, echoed a number of large-market independents when he said that his station tends to steer clear of barter shows because the deals usually come with 26- or 52-week guarantees—the station has to keep playing it week after week even if it's falling apart in the ratings. "With shows the station buys from syndicators, on the other hand," he said, "if they're not working we can put them on the shelf and replace them with shows that might do better. We have that option, even if we end up eating a few episodes."

All three panelists agreed that national advertisers would have a problem with a proposed fourth network of independent stations that would reach only 50% or so of the country. Mr. Buchanan, for example, said that automotives would be ruled out as advertisers because their dealers blanket the country. And Mr. Moore said that although a prime-time buy on one of the three networks (which may guarantee a 98%-99% clearance) "overweighs smaller markets," that overweight doesn't go beyond 25% or 30%, so a national advertiser would still be looking for a clearance base at least in the low 70's.

**1919 M Street South.** The FCC did not move en banc to Miami Beach last week, but more than a quorum was there. In addition to Chairman Richard Wiley, who delivered the Monday luncheon address (page 41), Commissioners Abbott Washburn, Joseph Fogarty, James Quello and Margita White made the scene, all chiming in with brief remarks following Mr. Wiley's address. *Mrs. White:* "There's a danger in suggesting we should start from scratch" in rewriting the Communications Act, including a danger to the First Amendment freedoms about which broadcasters are most concerned. She voiced a question of whether the government should be as deeply involved in programing as it is with the FCC's prime-time access rule: "I hope the commission could again look at this issue," she said. *Mr. Fogarty:* "Dick Wiley studied at the feet of a master, Dean Burch [his predecessor as FCC chairman]" and ended up being "the most effective administrator in FCC history." *Mr. Washburn:* Referring to the action of stations in 10 states in suspending normal broadcast operations to furnish over-the-air classrooms during the winter's emergencies (BROADCASTING, Feb. 14), he awarded the "Unofficial Great Winter of '77 Award" to WBNS-TV Columbus, Ohio, and WHIZ-TV Zanesville, Ohio. "We [on the FCC] lift our hats" to all stations that so acted, he said. *Mr. Quello:* As a former program director (WJRI(AM) Detroit), he expressed delight in seeing the growth in numbers and influence of NATPE.

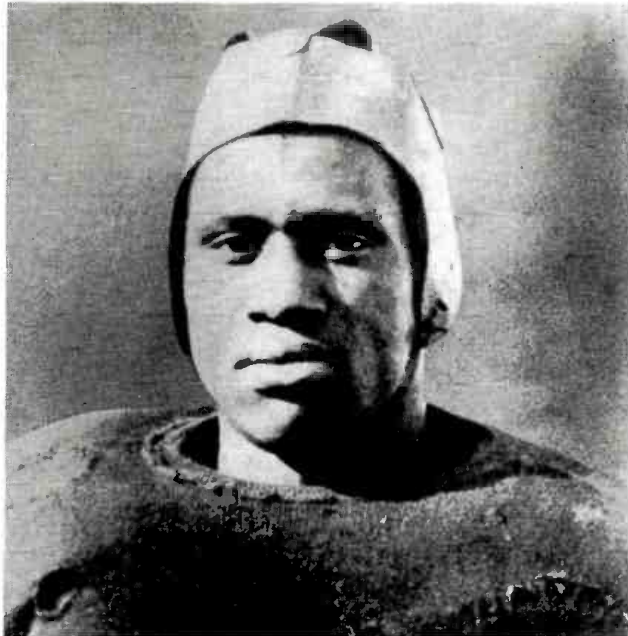




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## Syndicators air their views at NATPE panel

Some will edit programs when they end network run; new programing ideas and the future of the market are expressed

The wills and won'ts of laundering created the nearest thing to controversy at NATPE's double-session on "The World of Syndication," the grace note on which last week's 14th annual conference ended. The won'ts were represented by Robin French of T.A.T. (Norman Lear et al.), the wills by Bill Andrews of Viacom.

"We will not remove any episode from a network series when it goes into syndication," declared Mr. French. "We will edit only for the extra commercials. Our shows are not immoral . . . they present provocative but real subjects . . . they do not advocate lying, cheating or criminal behavior . . . it is not our job to exercise censorship." Mr. French said that writers of series that are "laundered" could well sue for loss of residuals or for damage to their reputations.

Mr. Andrews said that Viacom, too, was "not a censor," but that the company had no compulsion about making programs acceptable for audiences down the line. "We are the first word," he said, "but certainly not the last. That's the station's responsibility." Speaking of Viacom's experience with *The Rookies* and *Hawaii Five-0*, Mr. Andrews said that a few episodes that played on the networks will disappear altogether; "They're too hot to handle," he said. *The Rookies* will be syndicated in both hour and half-hour versions, Viacom having determined some of the shows could be cut almost in half without suffering artistically.

Less controversial points of view were presented by Frank Tuoti of WPIX(TV) New York; Kenneth Cox, the former FCC commissioner now with Haley, Bader and Potts; Wynn Nathan, Time-Life Television; Elizabeth Bain, who has her own program consulting firm; Henry Siegel, Lexington Broadcast Service; Woody Fraser, ABC-TV's *Good Morning, America*, and Lou Friedland of MCA TV.

Mr. Cox appeared in support of the Sandy Frank petition to the FCC for a rulemaking to prevent "multiple exposure"—that is, the stripping of one series in two or more of the prime-time access periods each week. There are only six PTAR hours on a station each week, he noted, emphasizing that it was imperative for syndicators "to get a foothold in the key markets" if they are to realize PTAR's goal of program diversity. Over one-third of the half-hours available in access are going to multiple-exposed properties, he said.

Mr. Cox was generous in his praise for the FCC's initiative in creating the prime-time access rule, but warned that it was up

to broadcasters to insure that it is retained. "If you care, it will be," he said. "If not, it may be abandoned, and you will be left with ever more expensive off-network returns."

Mr. Nathan, whose company represents BBC products in the United States, was bullish about the prospects of foreign products here—although not of dubbed programs. That seems to be a one-way street; U.S. programs can play dubbed in Japan, but not vice versa. Mr. Nathan noted that 12% of British prime time is devoted to American product. He gave the British credit for creating the novel form long in advance of U.S. television, and appeared confident that creativity levels abroad will remain equal to the task of dispelling "sameness" here.

Miss Bain said that movie packages will become more important even as they become more rare, due to the increasing ins and outs of network scheduling. She called *Roots* the "ultimate extension of the local station movie week," at least in terms of scheduling concept. This season "may have found the first layer of the true television art form," she said. When you scratch its surface, she added, "its structure may be that of the motion picture."

Mr. Siegel, speaking of barter (or advertiser-supported) programing, remarked that almost all quality programing was so

**Programer's lament.** A throw-away quote from CBS-TV President Robert Wussler at last week's NATPE conference (responding to a questioner on the subject of his network's attempt to regain lost leadership): "There's a fine line between the people who want to watch *Roots* and those who want to watch *Evel Knievel*!"

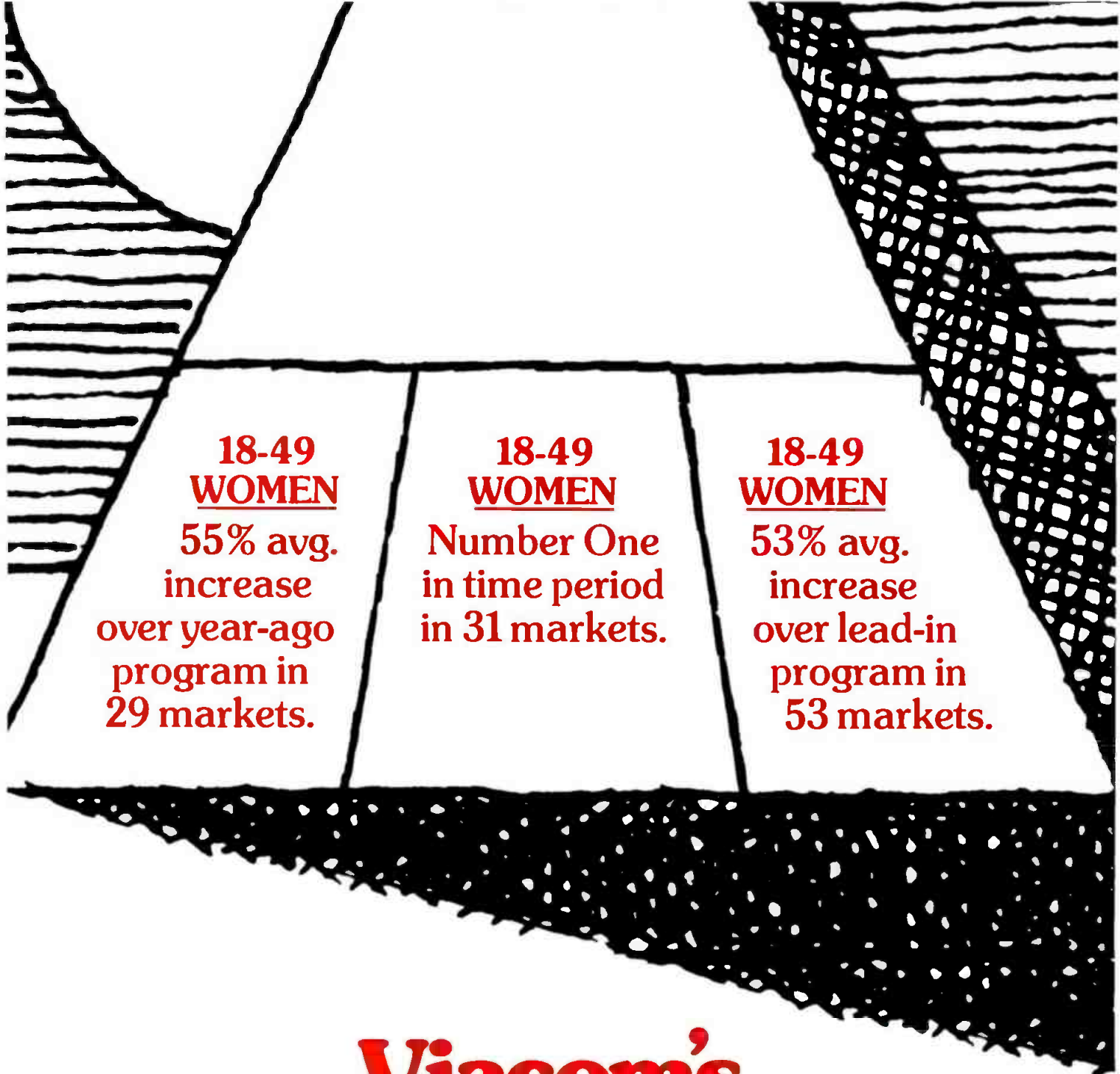
subsidized during the so-called Golden Age of television. Advertisers today, he said, are disturbed by the "network stranglehold" on their investments, and thus have demanded alternative program fare.

Speaking of the talk show, Mr. Fraser called it the "cheapest form of entertainment," and thus assured of a future. By his count, there are now 498 local talk shows of at least an hour in length. Those, plus the network and syndicated versions, have created "our biggest problem: glut." Some 50 guests are demanded each day, he said, adding that he might go out and write a book. The next talk show development: specialization, with marketplace versions running from 90 seconds to 90 minutes. Talk show subjects have changed, too. Show business personalities used to be the rule, he said, but political figures have



**Show business.** "The World of Syndication" was examined by two back-to-back panels on the closing morning of the NATPE conference. First up (l to r, top picture): Robin French of T.A.T. Communications, Frank Tuoti of WPIX(TV) New York, Phil Boyer, NATPE president who opened that morning's session (which was moderated by WCKT(TV) Miami's Allen Sternberg), Bill Andrews of Viacom Enterprises and Ken Cox of the Haley, Bader and Potts law firm. The second panel (l to r, bottom picture): Wynn Nathan of Time-Life Television, program consultant Elizabeth Bain, Henry Siegel of Lexington Broadcast Services, Woody Fraser of ABC-TV's *Good Morning, America*, Lou Friedland of MCA TV and moderator Harry Francis of Meredith Broadcasting.





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taken over now. Next in line: just plain folks.

MCA TV's Mr. Friedland, whose Operation Prime Time is the latest experiment in program-sales forms, began his remarks by quoting another speaker who said "we improve the network by preempting it." The thrust of MCA's activities, he said, is to continually reduce "the extreme dependence of the industry on previous forms"—that is, programs that run first on the networks. MCA is trying "to work out shorter terms on all our shows on the network by any means possible." Not to say that MCA is no longer the major network supplier: Next season, it will have 64 hours in miniseries on NBC alone.

What's different in today's market, said Mr. Friedland, is that "you found the money." Operation Prime Time now enlists 70 stations (24 independents, 46 network affiliates) who have guaranteed to buy a six-hour novel-for-TV this May. The initial station guaranteed was for \$400,000; subscriptions to date put the budget over the half-million dollar mark. Last Wednesday, Mr. Friedland announced that General Foods has bought six minutes nationally for \$480,000.

Why is he doing it? Mr. Friedland asked out loud. His answer: "I don't know, except it falls in the area of 'It Will Change Things.'"

## MCA applauds FCC's scrutiny of three networks

**Company President Scheinberg tells NATPE that current procedures concerning fees and option periods hurt producers; he also comes out against 'free lunch' method enjoyed by cable systems and says MCA will not spare any expense in its lawsuit against Sony's Betamax**

Sid Scheinberg, the president of MCA Inc., spoke out strongly last week against the "unfair restraints and abuses" of ABC-TV, CBS-TV and NBC-TV and applauded the FCC's upcoming scrutiny of "the three-network oligopoly."

Delivering the keynote address at the 14th annual convention of the National Association of Television Program Executives in Miami Beach last Monday (Feb. 14), Mr. Scheinberg lashed out at "the fixed, minimal license fee" paid by the networks "over lengthy options periods" to companies like MCA for their shows.

This practice is unfair, he said, because the producers "don't share directly in the success" of the shows. When an MCA series becomes a hit, "the network reaps all the rewards" of the higher prices charged to advertisers, he said.

On the other hand, he continued, MCA and other studios run such big deficits in the course of their day-to-day filming of series for the networks that "the producer



Scheinberg

bears the loss" when a program is kicked off the schedule because of low ratings. He said that on three MCA series alone—*The Six Million Dollar Man* (ABC), *Kojak* (CBS) and *The NBC Sunday Mystery Movie*—the company is running a deficit of \$9 million.

The lengthy option periods on which the networks insist hurt MCA shows, Mr. Scheinberg went on, because they can't be put into syndication while they're still new and fresh—by the time a series has run five or seven years, or longer, on the network, it's often stale, and its off-network reruns end up doing poorly in the ratings.

One of the ways MCA is fighting the dominance of the three networks, he said, is through Operation Prime Time (OPT), the six-hour made-for-TV movie based on Taylor Caldwell's novel, "Testimony of Two Men," which will be telecast on a number of network affiliates and independent stations (70, at latest count, for a 70% clearance) in May. Although he insisted that this project is not a fourth network but rather "a fourth opportunity," he said MCA "will continue its efforts in this direction," adding that the company "welcomed" the participation of other major studios in OPT as producers of "high-quality, first-run product."

Almost on a par with his diatribe against the networks was Mr. Scheinberg's explicit hostility toward cable systems that import the signals of major-market independent stations and pay only "insignificant compensatory fees," a situation that "fails to afford our properties [MCA's movies and TV shows] the protection they deserve." He called on the FCC to "restrain the free-lunch cable industry."

He also said that MCA "will not spare any expense" in prosecuting its lawsuit

against the Sony Corp. and its Betamax device, which, according to Mr. Scheinberg, allows any TV-set owner to tape MCA's movies and TV series off the tube and play those tapes over and over again, even for neighbors and friends.

Most of the new technologies are fine, he concluded. It's only "the parasitic new technologies" that achieve their success "unfairly," he said, that must be stopped.

## Magazines: a new chapter in local TV programming

**NATPE speakers see success for weeknight strips in prime access if ratings continue to hold up**

"It's trending, not ending."

That was the prediction of Bill Hillier, the national executive producer of *Evening: the MTWTF Show*, the prime-time-access magazine program that Group W will have running on all five of its stations by next September. He was speaking during a panel discussion at the National Association of Television Program Executives conference in Miami Beach on Tuesday (Feb. 15) about the Monday-through-Friday locally produced early-evening programs that have so far had their best success on KCRA-TV Sacramento, Calif.; KGW-TV Portland, Ore., and Group W's KPX(TV) San Francisco.

But another panelist, Irwin Starr, the director of broadcasting at WMAL-TV Washington, which does its own 7:30 *Live* series five days a week (7:30-8:00 p.m.), said, "I'm not prepared to reveal right now whether the show will remain on the air or not until the February books come in." The November 1976 Nielsen sweep figures, he continued, gave 7:30 *Live* an average rating of 6 and a 10 share, numbers that would be too low to sustain a commitment to the series, which cost WMAL-TV \$400,000 in 1976.

Early January ratings are somewhat more encouraging, Mr. Starr said, and if they hold throughout the February sweep period, 7:30 *Live* may continue into 1978.

Robert Lewis, the director of programming for KGW-TV Portland, and David Fox, the program operations manager for KCRA-TV Sacramento, two other panel members, said their magazine strips were getting competitive ratings (Mr. Lewis's *Evening* averages a 15 and Mr. Fox's *Weeknight* a 14) but both shows run in the 7 p.m. time period; at 7:30 p.m., each station plays the standard commercial access shows. And both of these shows are produced by their stations' news departments, with a lot of live studio material, featuring talking heads, to cut down on costs. (KCRA-TV's production costs come to about \$200,000 a year, half of that at WMAL-TV.)

Group W's Bill Hillier made the point that the *Evening* shows in all five markets fall under the aegis of the programming department. "*Evening* doesn't share

either equipment or people with the news department," he said. "And the show is done completely on location, with minicams—we use all original material and stay away from outside syndicated product." Even though Mr. Hillier spends \$10,000 a week to produce the KPIX(TV) San Francisco magazine show (the only Group W strip currently on the air, having begun last August, although WBZ-TV Boston's access magazine kicks off in April, with the other three to follow by September), which adds up to \$500,000 a year, he said that "the cost of syndicated product is rising dramatically." In a sense, he added, he's relieved not to be "at the mercy of the mores and the economics of Hollywood."

But he acknowledged that the magazine shows are going to have to come up with competitive ratings in cities like Pittsburgh, Baltimore and Philadelphia (in the last-named market, KYW-TV will play the magazine show at 7 and keep access game shows at 7:30). Already the competing stations in those markets have grabbed up the strongest shows displaced by the magazine strips, placing a double jeopardy on the locally produced shows.



Wiley

## Au revoir from Wiley to NATPE

**Some parting thoughts, but no parting shots from the chairman of the FCC; his main theme: government should go lightly in the area of programing**

Dick Wiley said an official—and reluctant—goodbye last week. It was to the National Association of Television Program Executives, an organization he had addressed twice before as FCC chairman but, "given the realities of political life," was unlikely to address again. His departing words of wisdom: salvation for television lies not in governmental regulation but in free-spirited competition.

It was a message to which he returned repeatedly, often to the accompaniment of applause. "Government regulation in this sensitive First Amendment-oriented area [speaking of complaints about sex and violence on TV] is simply not the right answer," he said. "Instead, the right answer (and the only answer) is taste, discretion, good judgment and responsible self-regulation on the part of the broad-

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For distinctive community service programs and projects.



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*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*

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caster, the program producer and the advertiser." And again: "The constant demands for government involvement, government solutions, government regulation and government control—if heeded—will lead only to diminishing our free enterprise system, our free press and our individual liberties."

What Mr. Wiley saw as the proper role of government was in encouraging competition—most recently, in the FCC's case, by opening an inquiry into television network "activities and practices" (BROADCASTING, Jan. 17). He said that inquiry would be even-handed, with the FCC "facing up to its responsibilities" in the event that the problems of American television are found to "lie at the door of the big three," but neither to be "antinetwork (any more than it would be pro-network)." According to them their due, Mr. Wiley remarked that "I suspect that if we didn't have networks, we would want to invent something which looks very much like them."

Mr. Wiley, after noting that he had made "my very last speech on family viewing," gave an approving nod to the initiative of the National Association of Broadcasters in meeting with leading Hollywood producers on the subjects of sex and violence (BROADCASTING, Jan. 31, Feb. 7). "This kind of interaction within the private sector holds great promise in terms of developing meaningful and lasting reforms," he said. "Far greater, in my judgment," Mr. Wiley continued, "than could result from any kind of government intrusion in the process."

The FCC chairman—as did a number of speakers during the NATPE conference—seized the occasion to remark upon the "triumphant success" of ABC-TV's *Roots*. Although noting he did not express personal views about the quality of individual programs, Mr. Wiley said it had

had a "tremendous impact" on the nation and that, "indeed, the ratings were so phenomenal that they may require a fundamental re-evaluation of traditional television programming and scheduling concepts."

Mr. Wiley underscored that his own agenda for the future was open (his term as a member of the FCC expires June 30, and it is assumed he will continue to serve as chairman until that date). "I have no plans, no commitments and no understandings," he said, adding that "all reasonable offers will be carefully considered." In a reference to the change in administrations that, presumably, will return him to the private sector, Mr. Wiley noted "a vicious report in Washington that I am a Republican. We independents resent that."

## NATPE's first 'Iris' awards presented at Miami convention

The 1977 NATPE "Iris" awards for excellence in local television programming were the focal point of the Sunday night banquet at last week's 14th annual conference in Miami Beach. They were also the subject of an elaborate (although non-televised) "Emmy"-or "Oscar"-type presentation, complete with ABC-TV's David Hartman as master of ceremonies and a number of celebrity "presenters"—most representing syndicated properties, as opposed to network vehicles—handling "the envelope, please." The winners:

**Performing arts:** top-25 markets, *Mama*, KNBC-TV Los Angeles; all other markets, *Music for the Season*, WCPO-TV Cincinnati; **public affairs programming:**

**By any other names.** The board of directors of NATPE settled on "Iris" as the name for the statuette to be given out in honor of local programming excellence. That, however, was not the only name considered. In response to BROADCASTING's mention (Jan. 31) that NATPE had a new statuette but no name, over 60 letters poured in to the association's headquarters. "I have the name for your awards," said Stuart Rubin of Rochester, N.Y.: "The Amy award, in honor of the President's daughter" Ron Klayman of WQAD(TV) Moline, Ill., offered three suggestions: the "Pixee," the "Viddy" or the "Toobee (or not to be)." Louise Elchelberger of Castleton (Vt.) State College offered "Vicky." Edward J. Owne of WLBZ(AM) Bangor, Me.: "Telly—I'm sure that Mr. Savalas would not mind." And Alfred I. Miranda of CBS-TV affiliate relations in New York: the "PETE." Mr. Miranda's rationale: it could stand for "program excellence in television events," or "program executive's television expertise." Offered Mark G. Burg of Oshkosh, Wis.: "Faith." "It would be most appropriate," he said, "that the winners of this award would heed its name, remembering the public that it serves by continuing to present a 'top notch' programming format so deserving of this award."

top-25 markets, *Why Johnny Don't Know*, WPLG-TV Miami; all other markets, *The Leisure Illusion*, KMGH-TV Denver; **children's programs:** top-25 markets, *B.J.'s Gigglesnort Hotel*, WLS-TV Chicago; all other markets, *Words-A-Poppin'*, KGTV San Diego; **interview programs:** top-25 markets, *Impact: Racism*, KYW-TV Philadelphia; all other markets, *The Harold Express*, KGTV; **instructional:** all markets, *Battle at Peryville*, WAVE-TV Louisville, Ky.; **religion:** all markets, *Gallery*, WOWT Omaha, Neb.; **variety:** top-25 markets, *Evening, the MTWTF Show*, KPIX San Francisco; **Bicentennial programs:** top-25 markets, *The Life and Times of Frederick Douglass*, WABC-TV New York; all other markets, *The Battle of King's Mountain*, WSOC-TV Charlotte, N.C.

The evening's most appropriate response: from Robert Jones of KMGH-TV Denver: "I guess this makes up for going over budget."



**Applause.** NATPE's rejuvenated "Iris" awards were given out at the 14th annual conference's opening banquet on Sunday (Feb. 13). Among the recipients: KMGH-TV Denver's Robert Jones, who received an award for public affairs programming from Ralph Edwards, producer of Metromedia Producer's *Truth or Consequences* and one of the celebrity presenters.

## Making it to the top

**Four former program directors offer their NATPE colleagues tips on how to do it**

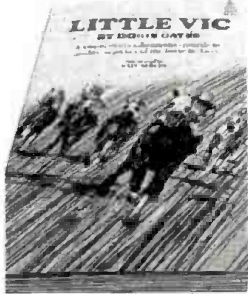
The upward mobility of program directors was a subject of the final morning's session at NATPE, with four who had graduated counseling their colleagues on how to do it.

Squire Rushnell, now a vice president for programming for ABC Entertainment,



# Off and running with television's first family novel.

**"Little Vic"** Six half-hour shows about a boy, a horse and a dream.

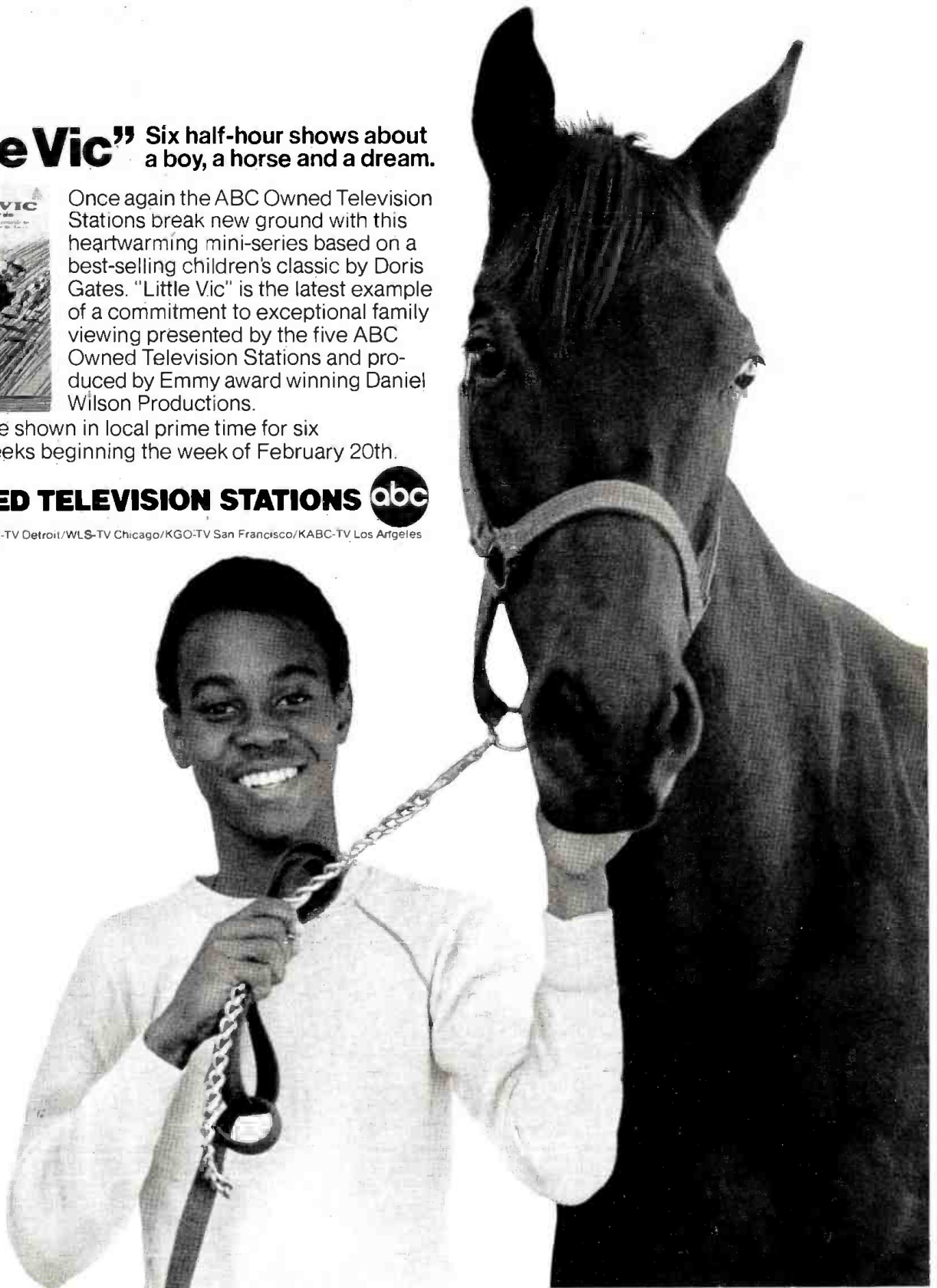


Once again the ABC Owned Television Stations break new ground with this heartwarming mini-series based on a best-selling children's classic by Doris Gates. "Little Vic" is the latest example of a commitment to exceptional family viewing presented by the five ABC Owned Television Stations and produced by Emmy award winning Daniel Wilson Productions.

"Little Vic" will be shown in local prime time for six consecutive weeks beginning the week of February 20th.

**ABC OWNED TELEVISION STATIONS** 

ABC-TV New York/WXYZ-TV Detroit/WLS-TV Chicago/KGO-TV San Francisco/KABC-TV Los Angeles



spoke of going from the station to the network as "making it over the wall." The two most important factors in such career growth, he said, are achievement and visibility—becoming one of the "he was's," as in "he was the person who created such and such." The real achievers make their own way to the top, he said. Those in the business of recruiting at that level need only "look out over the surface" to discover the winners.

Tom Dargan, general manager of KATU(TV) Portland, Ore., called programming "a fast track" and advised that upward-aspirers "try to be success-seekers rather than failure-avoiders." Another panelist, Steve Mills, now vice president for production, CBS-TV Hollywood, credited luck as a large part of the secret. "It's difficult to be discovered in Davenport," he said. And, he added, getting to the network is not necessarily the ultimate goal."

Ann Berk, now station manager for WNBC-TV New York, struck an audience chord when she said that one of the program director's obstacles was being tagged as "creative," and this is "not considered on the bottom-line side." Salesmen, she said, don't have the same trouble. Mr. Rushnell, also commenting on the fact that most general managers come from sales, said it may be that salesmen are just better salesmen—selling themselves into higher jobs.

The consensus on when to move on: when the challenge has gone out of the present job.

## NATPE session urges closer ties between station programming and news departments

The delicate matter of "bridging the gap"—as the program put it—between the news and programming departments was addressed at last week's NATPE convention by speakers from both sides of that fence. The consensus was that it could and should be done.

Jim Major, program director of WJBK-TV Detroit and the panel's moderator (as well as new president of NATPE; see Top of the Week), opened with the remark that news used to report to programming, but that it grew "larger and separately." He set the scene for a return, if not to the old days, at least to an accommodation between the two that would let the program director get into the news act.

Roger Ottenbach of WEEK-TV Peoria, Ill., described that station's organizational plan, in which he, as broadcast manager, has news, production and programming reporting to him. He also is responsible for promotion, having come up through that side of the business.

Two other panelists—Paul Coss, the program director, and Bill Fyffe, the news director, both of KABC-TV Los Angeles—described that station's experience in pairing the two departments to create a new



**Making the twain meet.** How to effect cooperation between the programming and news departments was the panel topic for (l to r) Paul Coss of KABC-TV Los Angeles (whose appointment to succeed Phil Boyer as programming vice president for the ABC-owned TV stations was announced during last week's NATPE conference), Bill Fyffe of KABC-TV, program consultant Pete Hoffman, moderator Jim Major of WJBK-TV Detroit and Roger Ottenbach of WEEK-TV Peoria, Ill.

evening news format. "Restructuring any newscast that's ill is a big effort," said Mr. Coss. "There is a lot of work to be done and many territorial boundaries to be crossed." The station hired a fashion consultant to design a new wardrobe for the news team (at a cost of \$16,000), which, among other things, "allowed us to eliminate the electronic checkerboard suit and the sportscaster's bad taste." How did it all come together? "Out of a spirit of cooperation and nonjealousy."

The other half of that team described himself as "a news director and a self-righteous son of a bitch. Some of you will think that's redundant." Mr. Fyffe called "territorial imperatives" the most difficult roadblock to mutual success. "I know of no way to win in news without a harmonious effort with programming," he said. Like it or not, he said, "newsies" and program directors are married to each other.

Pete Hoffman, half of the McHugh & Hoffman consulting team, likened his vision of the ideal management organization to a head coach (the general manager) with offensive and defensive coordinators (the news and program directors). Among the important considerations in news department success is the other station programming before and after the news broadcast, he said. "If there's a bridge between your departments," said Mr. Hoffman, "use it. If not, build one."

## ABC stretches out its lead

ABC-TV swept the prime-time ratings again for the week ended Feb. 13, winning five nights while CBS-TV took two (Thursday and Saturday). ABC came in with a 23.2 average rating for the week. CBS ran second with a 19.1 and NBC trailed at 16.7.

In the season-to-date averages, the week left ABC a far-out first with 22.1 and added a tenth of a point to CBS's week-old hold on second place with a 18.7 against NBC's 18.5.

Part two of "How the West Was Won" on ABC Monday Night Movie was top-rated show for the week, as part one had been eight nights before. Part two averaged 32.2 rating and 49 share, down one rating point and two share points from part one's performance. Three CBS series against it fared worse and worse as the

night wore on: *Maude* had a 16.3 and 23, *All's Fair* a 14.3 and 21 and *Andros Targets* an 11.0 and 18, while NBC's Sunday Movie, "Night Terror," squandered four rating points from its lead-in, *Hall of Fame's* "Emily, Emily," in dropping to a 16.0 and 25.

In their premieres, ABC's *Blansky's Beauties* had a 19.7 rating and 32 share, and NBC's *Life and Times of Grizzly Adams* had a 19.7 and 30.

*People's Choice Awards*, a special on CBS, was the seventh highest rated program of the week at 26.6 and 44. ABC took all the other top-10 positions except that CBS's *M\*A\*S\*H* tied *Six Million Dollar Man* for fifth.



**Arresting.** Time-Life Television, trying to alter its image as a cultural maven (it is the U.S. distributor of BBC television product), succeeded in catching the attention of the Miami police department last week. Hanging from a balcony of its 16th floor suite in the Fontainebleau hotel was a dummy of Harold Lloyd, emulating one of the actor's stunts from the silent movies period. The police reported hundreds of phone calls from Miami Beach residents who feared someone was on the verge of suicide. Time-Life, which was host of a special Valentine's Day party at the time, yielded to the law.





## How do you sell \$125,000 worth of powerboats with a 30-second spot? Get the creative film look.

Hess Marine of Pensacola, Florida, reeled in a lot of sales in a 10-day promotion to the powerboat market.

Jack McAndrews, owner of Hess Marine, took a friend, a camera and a lockerful of ideas out for four days of filming boats doing what boats do best.

He brought back a catch of running shots with all the beauty and color of white hulls against a blue-water background, flashy turns and foamy wakes—everything that could turn a landlubber into an old salt.

The footage was edited for broadcasting and an exciting

30-second spot resulted. It brought in prospects from more than 100 miles away—as many as 1000 prospects on one Sunday alone.

“The promotion made big waves,” says Jack. “We sold about \$125,000 worth of Hess merchandise, two months before my regular season.

“Using film for my commercial gave me a lot of confidence. I knew I could do the job with film because it gives me creative freedom. It’s easy to handle. I get bright colors, and I’ve found it’s the least-expensive, most reliable medium for my purposes.”

It’s solid proof that you don’t

need a million-dollar budget to look like a million dollars.

For more on the film look and how it’s bringing in business for retailers and clients, call or write your local Kodak office.

Eastman Kodak Company, Dept. 640  
Rochester, New York 14650

If you’d like to find out more about the power of film for your clients’ TV commercials, send for more information, today.

Name \_\_\_\_\_

Company \_\_\_\_\_

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City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

**The creative film look. It sells.**





## Rep. Moffett hits hard on violence at PTA hearing, calls for action by government

Commerce Committee member sees larger role for FCC and Congress in programing; Wiley says it's not for film

The National Parent-Teachers Association heard words it wanted to hear from a member of the House Commerce Committee last week who said there are indeed steps the federal government can take to curb violence on television.

Representative Toby Moffett (D-Conn.) said in a speech prepared for the PTA's seventh regional hearing in its national crusade against violence that the government has the power, for instance, to require broadcasters to increase the amount of prime-time programing to children. Mr. Moffett also said Congress can try—and he personally intends—to urge President Carter to appoint to the FCC people who are independent of the broadcasting industry and are committed to making the industry accountable to the audience, specifically to decreasing violence on TV.

He added, "The FCC and the Congress must also consider alternatives to the way that air time is currently bought and sold. Perhaps selling Tide to a four-year-old should be considered an unfair trade practice."

"I am against government censorship of individual expression," Mr. Moffett continued, "but I do not believe the government should be sidetracked from its primary responsibility by cries of First Amendment violations."

The congressman said he expects the House Subcommittee on Investigations, of which he is a member, to be more aggressive in its oversight of the FCC and urged the PTA not to waste time on "meaningless resolutions," but consider boycotting products of sponsors who advertise on violent shows, even staging a "national blackout" to demonstrate consumer power.

Mr. Moffett took a swipe at the FCC for being "all too cozy with the networks," and specifically at FCC Chairman Richard Wiley, "a perfect example of putting people on regulatory committees who don't believe in regulation." He criticized the chairman, who preceded him at the lecture in Hartford, Conn., for his role in the closed meeting with network chiefs that preceded passage by the National Association of Broadcasters of the now-outlawed family-viewing period.

Mr. Wiley, however, told the audience "I've learned my lesson being a defendant" in the suit against family viewing by Hollywood producers and writers and said he feels "there are limits on federal



Moffett

responsibility to deal" with excessive video violence.

He hopes the courts, in the appeals of the family-viewing decision, will allow some industry-government cooperation on program content without dubbing it censorship, but said, "It shouldn't be possible to make programing decisions." Consumer interaction with broadcasters is essential, he said, but "categorization" of just what subjects can be aired is "far too subjective for a bureaucrat like myself" to try.

Saying local consumer groups should state their programing views because "sophisticated Hollywood isn't like my home town of Peoria [Illinois]," Mr. Wiley said viewers can demonstrate that excessive violence is bad business. "Your actions are showing signs of being very effective," he said, citing ad agency and clients' public criticism of violent programs (BROADCASTING, Feb. 14).

"In the rush for more government regulation," the chairman said, "we may cause programs to be more bland. We should encourage the industry to engage in self-regulation."

Much of the testimony from nearly 60 industry spokesmen, public officials, psychiatrists and educators, followed patterns



Wiley

set in previous regional hearings. Connecticut Education Commissioner Mark Shedd said TV has changed childhood more than any other invention in history. He argued for a cut in the amount of violence permitted and a "new emphasis on humanistic values and on helping children learn."

Hartford Mayor George Athanson said he sees a "causal relationship" between TV and juvenile violence, but added the problem runs deeper than the small screen because "America is basically a violent society."

Television Information Office Director Roy Danish and Springfield, Mass., broadcaster William L. Putnam argued that parents can solve the TV violence problem themselves—by monitoring what their children see.

Mr. Danish, as he did at the PTA's Kansas City, Mo., hearings (BROADCASTING, Jan. 17), claimed the industry was responsive to public concern. He said it is all right to "urge people to write about the things that displease them" but said that selecting individual ads or programs to boycott would be irresponsible. "If you make advertisers your go-betweens," he said, "you will drain the vitality out of television and you will also invite far more



**Face off.** Thomas Swafford (l), National Association of Broadcasters senior vice president for public affairs, and Carol Kimmel, National Parent-Teachers Association president, debated TV violence on the "Face Off" segment of ABC's *Good Morning, America* Feb. 15. Mrs. Kimmel, whose association is in the midst of a nationwide campaign against TV violence, said the PTA does not advocate the eradication of all violence on TV, just "gratuitous" violence and depictions that give children distorted pictures of the real world. In the course of one's lifetime, "Who in the world would see all those rapes?" she asked. Mr. Swafford defended television, saying the amount of violence on TV is declining and that very little of what is there could be called gratuitous. "One question is 'What about those people that enjoy watching violence?'" he said. Mrs. Kimmel argued that the industry has to shoulder some responsibility for what children watch, if for no other reason than that the viewing habits of some are unsupervised by their parents. Mr. Swafford agreed that broadcasting does have responsibility for what goes out over the air, but in his opinion Mrs. Kimmel was asking too much. "You can't ask TV to take over their responsibilities as parents," he said. The segment was moderated by the show's host, David Hartman (center).

mischievous by others whose political or social views you may find distasteful."

Mr. Putnam, board chairman of WWLP-TV Springfield, said "the solution to the [violence] problem is always in your hand. What you conceive of as bad television will never be seen by your children in your home or elsewhere if you wish it that way. What may go on in other households is someone else's business—not yours, not mine and in this free land most of all not the government's."

Mary Megee, director of the New York Council on Children's Television, charged the networks with "censorship by omission." She claimed network management has "successfully banned from the air almost all social science information about the effects of television." She said criticism of video won't spark the average viewer into action unless it is aired on the small screen itself: "Talk about TV, on TV."

Have the PTA's hearings done much more than restate opposing opinions? PTA officials who have crisscrossed the country with the regional sessions think so.

"Raising consciousness is part of it," says California PTA President Virginia Macy, but she said she has learned "It takes a while [for the networks] to get things in gear for programing changes." Jean Dye, from Cleveland Heights, Ohio, coordinator of PTA legislative activity, agrees the hearings have shown her some programing and station management problems. "My first reaction was just 'take it off.' I've now learned about management and affiliates, and that the initiative and final accountability rests with local stations, not networks," she said.

## Determining the top 50 for prime access rule

The FCC is considering a change in the way the top-50 television markets are determined for the purpose of the prime-time access rule. The rule prohibits television stations in those markets from airing more than three hours of network or off-network programing from 7-11 p.m.

Currently, the markets parallel an Arbitron listing issued 10 months before the television season begins in September. The FCC, in its rulemaking proposal, acknowledged that nine markets have been in and out of the top-50 since the original rule took effect in 1970. Noting that program decisions and financial commitments must be made well in advance, the FCC proposed that beginning in 1980, markets depend on Arbitron listings 34 months prior to the new season. And for the seasons beginning in 1978 and 1979, the late 1977 ranking would apply.

WTOL-TV Toledo, Ohio, (a CBS affiliate), with support from the other two network affiliates there, WSPD-TV (NBC) and WDHO-TV (ABC), had sought a waiver of the rule.

Toledo has changed status three times since the rule took effect. It will be among

the top-50 this September but was not last year. The FCC denied the waiver request, saying that it would run counter to the rule's objective and that the stations had not claimed economic hardship. A rulemaking procedure, however, was launched, with comments due April 1.

## Viacom sets up group for prime-time shows

**Firm appoints Zeiger and Abrams to head efforts in program acquisition for TV distribution**

Arthur Zeiger and Elliott Abrams, senior vice presidents of the Enterprises division of Viacom International, were named last week to head a new group to step up Viacom's program acquisition and prime-time network development activities.

Ralph M. Baruch, Viacom president, said the new group would acquire TV series and motion pictures for both international and domestic TV distribution and develop programs for prime-time network scheduling. Mr. Zeiger has been responsible for administration and business affairs of the Enterprises division, and Mr. Abrams has been in charge of motion-picture acquisition. With their new appointments, both men were named vice presidents of Viacom.

Richard Reisberg, recently named Viacom vice president, programing, will



Zeiger



Abrams

report to the new group and will continue to supervise the company's program development.

Mr. Baruch also announced that the post of Viacom executive vice president, operations, which was held by Lawrence B. Hilford until his resignation to become president of a new Warner Cable Corp. division for multichannel two-way communications (BROADCASTING, Feb. 14), will be eliminated. Henry A. Gillespie, president of the Enterprises division, and Douglas H. Dittrock, president of the communications division, who are also vice presidents of Viacom, will report directly to Mr. Baruch in the new chain of command. Jeffrey M. Reiss, head of Viacom's Showtime pay cable subsidiary, and George C. Castell, vice president, corporate acquisition and development, will report to Terrence A. Elkes, executive vice president.

# The dawn of The New CCA.

NAB • BOOTH 201 - SHERATON PARK





## Tops in PTV programs

KCET Los Angeles' *Number Our Days* has been awarded the Corporation for Public Broadcasting's highest accolade in local public television programming. The documentary on the Jewish community in Venice, Calif., produced by Lynn Littman, earned the rank of "best local program of the year" and was honored earlier this month during the Public Broadcasting Service's annual membership meeting and programming conference.

The station also won in "target audience: black" category for its *Inner Visions with Charles Bevel*, produced by Joe

Phillips and directed by Ed Scott. Another station to take two honors was WNJT Trenton, N.J., for "news and public affairs documentary:" *Equality in the 200th Year*, produced by Kenneth Stein, with assistance from Paul Buck and Art Ciocco, and for "target audience: Latinos:" *El Pasadio (The Picnic)*, produced and directed by Charles DeJesus.

Other honors went to WTTW Chicago for "news and public affairs special events coverage:" *The Governor's Race: The Campaign*, produced by Martin Kileen; WGBH Boston for "target audience: women:" *A Woman's Special: Rape*, produced by Nancy Porter, and to the Kentucky ETV network for "children's pro-

grams:" *Victoria*, produced by George Rasmussen.

The winning shows were chosen from among more than 200 entries submitted by more than 100 PTV stations. Judges were Judith Crist, *TV Guide* and *Saturday Review* critic; Peggy Cooper, WTOP-TV Washington producer, and John O'Connor, *New York Times* television critic.

## Programing Briefs

**First sales.** Syndicast Services Inc., New York, has made first sales on its new *Jim Nabors*, one-hour, daily variety program to WOR-TV New York, KHJ-TV Los Angeles, XETV-TV Tijuana, Mexico and KPHO-TV Phoenix. Series, which will begin on air this fall, will be produced by Winchester Productions, Hollywood.

**Syndicating in Spanish.** Val De La O, independent producer of 60-minute Spanish-language musical-variety show of same name, is once again making syndication effort. Show, produced domestically and aired by KOB-TV Albuquerque, N.M., for past 17 years, was previously offered for syndication in 1968. *Val De La O Show* also runs on KMUV-TV Sacramento, Calif., and KOAA-TV Pueblo, Colo. Twenty-six episodes are available.

**Labunski's status.** Stephen B. Labunski, reported as being named president of North American Radio Alliance, new radio production/syndication company (BROADCASTING, Jan. 31), said announcement was premature: "We had not reached final agreement and as it happens, I am not going to be associated with North American." Mr. Labunski, former head of NBC Radio and until recently executive vice president of Merv Griffin Group of stations, said he expected to announce future plans shortly.

**Accent on entertainment.** Madison Square Garden Corp., New York, is expanding its activity in entertainment production area for syndication to both TV stations and cable TV systems. Already produced this year are one-hour *Chita Plus Three* (starring Chita Rivera) and *Concierto Monumental* (featuring Hispanic singers).

**My son the actor.** Steve Ford, son of former President Gerald Ford, has been signed by Quinn Martin Productions, Los Angeles, to exclusive acting contract for television. Mr. Ford will appear as guest star in various QM series and specials. Series starring Steve Ford as rodeo performer is in preparation slated to air this fall on NBC-TV.

**Branching out.** Time-Life Television has announced plans to acquire and invest in films to distribute to TV and non-theatrical markets. Stephen J. Scheffer has joined company as director of film acquisition.

**Creativity strength.** ABC-TV signed Allan Blye and Bob Einstein of Blye-Einstein Productions to two-year contract to develop and produce comedy and variety series on an exclusive basis.

## Cadillac country customers still prefer WWAM/WKJF-FM

**54.4%** Share of tuned-in respondents listening to WWAM/WKJF-FM at time of survey calls\*



### DAY-PART SHARES\*

7 AM-10 AM	10 AM-3 PM	3 PM-6 PM
57.5%	57.0%	61.4%

### Radios tuned-in (respondents listening at time of survey calls\*)

WWAM/WKJF-FM	CLOSEST COMPETITION
54.4%	14.9%

### Respondents preference (not tuned-in at time of survey calls\*)

WWAM/WKJF-FM	CLOSEST COMPETITION
48.0%	23.3%

### Overall average (tuned-in and not tuned-in)

WWAM/WKJF-FM	CLOSEST COMPETITION
49.9%	20.8%

\*Survey conducted by professional research services, Tempe, Arizona (formerly National Radio Research), during sixteen hour period (7 AM-6 PM) Monday through Friday, May 10-14 . . . three county survey area: (Wexford, Missaukee, Osceola) . . . 1280 calls attempted, 663 completed (52% completion factor)



*The Folger Nations*

RADIO  
 WKZO HALLAMZOO BATTLE CREEK  
 WJPH GRAND RAPIDS PALMSPRING  
 WWAM/WKJF(FM) CADILLAC  
 TELEVISION  
 WISD-TV GRAND RAPIDS Kalamazoo  
 WPTV/CADILLAC TRAVERSE CITY  
 WWSR-TV SAULT STE MARIE  
 WOLTV / LANSING STRASBURG  
 WOLTV / GRAND ISLAND NEW  
 WMEG-TV SIOUX CITY, IOWA

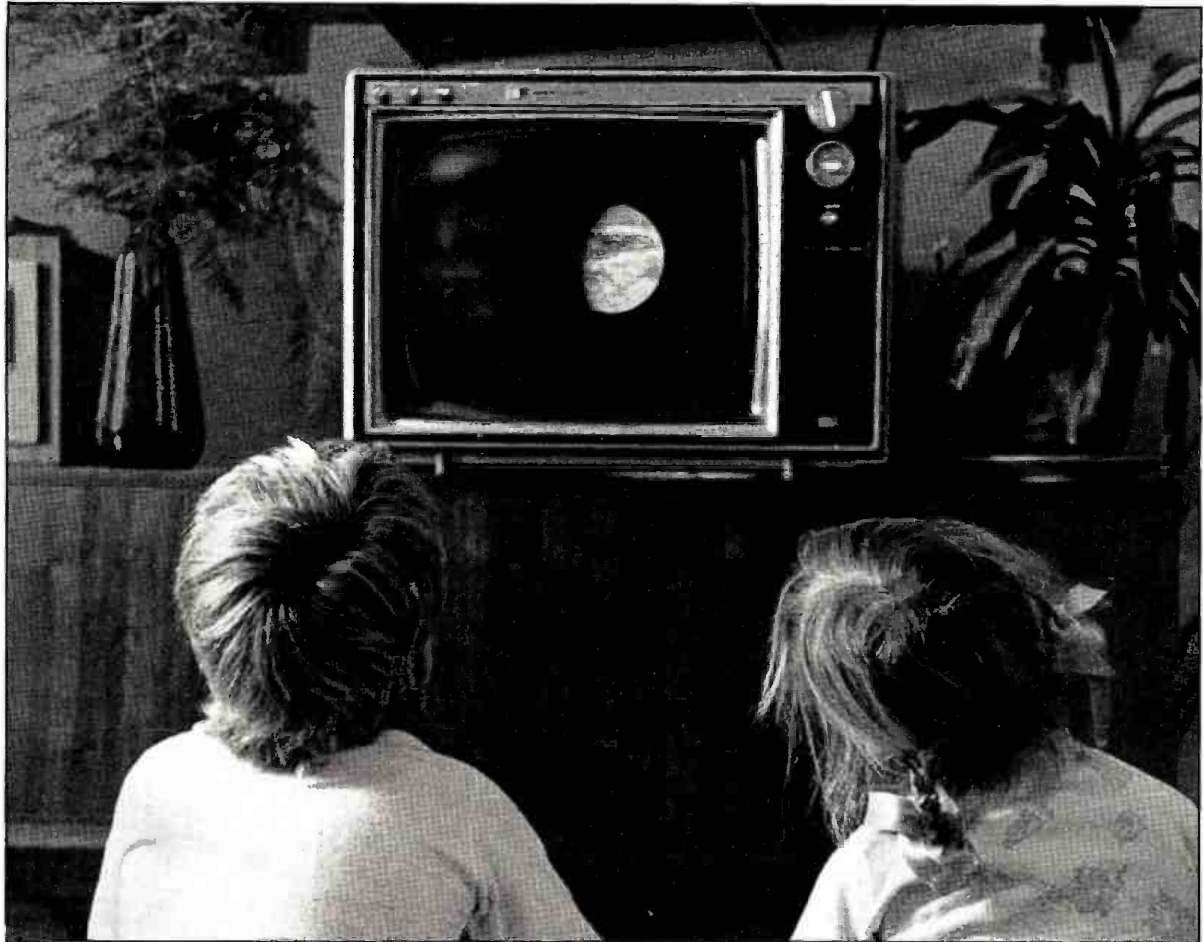
## WWAM/WKJF(FM)

CBS RADIO FOR NORTHERN MICHIGAN

Buckley Radio Sales, Inc., National Representatives



# Einstein's theory of relativity is kid stuff.



Making difficult ideas and unfamiliar situations into entertaining, dramatic stories involving young people is what sets NBC's "Special Treat" and "Muggsy" apart from the rest of the children's programming pack.

In recognition of their outstanding quality, both series were honored last week by Action for Children's Television (ACT) with that organization's coveted "Achievement in Children's Television Award."

"Special Treat," presented seven times a year, is a highly enjoyable program for the entire family. Its dramatic offerings range from a space drama on Einstein's theory of relativity to an animated musical based on the Biblical stories of Noah and Samson.

"Muggsy" is the weekly dramatic adventures of a 13-year-old inner-city girl facing up to the complexities of ghetto living.

The man most responsible for setting and maintaining the high standard of excellence for both series is George Heinemann, NBC's invincible Vice President, Special Children's Programs.

George started winning awards for NBC more than 25 years ago. Since then, he has amassed more Peabodys, Emmys, Christophers, Gabriels, Ohio States, Brotherhoods (National Conference of Christians and Jews) and Sigma Alpha Iotas than any one else in the business.

Thank you, ACT. Congratulations, George. Again and again and again...



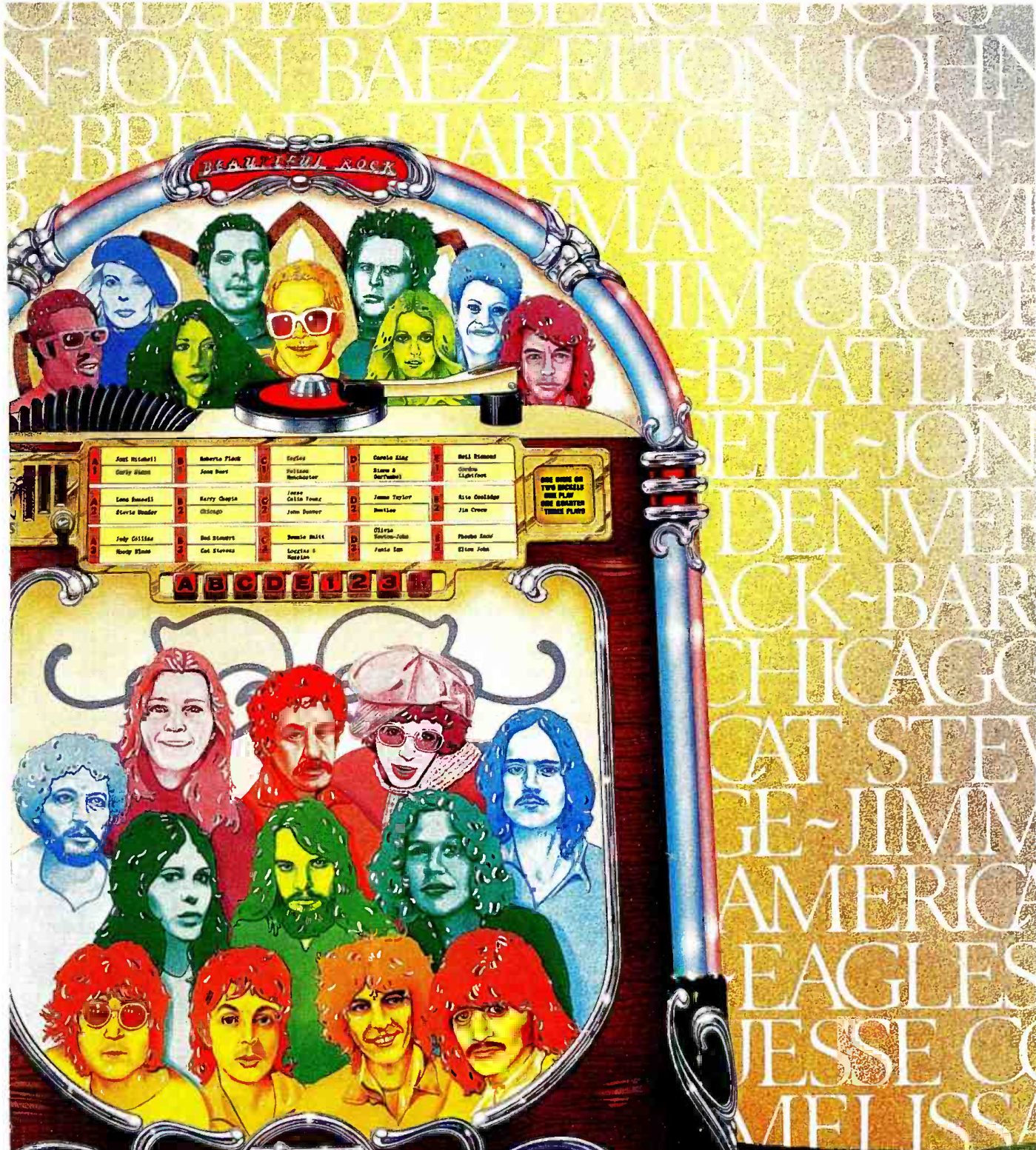


JAMES TAYLOR~CARLY SIMON  
MOODY BLUES~CAROLE KING  
D~OLIVIA NEWTON-JOHN  
ON~NEIL DIAMOND~PETE  
~LOGGINS&MESSINA~HA  
IN~MCCARTNEY&WINGS  
ANIS IAN~JUDY COLLINS  
AN~STEVIE WONDER~LE  
L~SIMON & GARFUNKEL  
YOUNG~RITA COOLIDGE  
LES~ROBERTA FLACK~ROU  
N LIGHTFOOT~BONNIE H  
ER~JONI MITCHELL~BAR  
ON RUSSELL~ROD STEW  
W~SEALS & CROFTS~IAN

It's finally arrived. The mellow sounds of Beautiful Rock™ by TM Programming. And it's now playing in Baltimore, Seattle, San Diego, Kansas City, Phoenix, Portland, Maine, Grand Rapids and Columbia, South Carolina. Beautiful Rock is changing radio programming. Hear our demo before you hear it on the competition. It took time to create a winner. But it only takes a phone call to become one.

Call Ron Nickell collect, 214-634-8511.





<b>A</b>	Joel McElis	<b>B</b>	Barbara Flank	<b>C</b>	Ennio	<b>D</b>	Carole King	<b>E</b>	Bill Diamond
<b>F</b>	Curly Howard	<b>G</b>	Gene Barge	<b>H</b>	William McEubaker	<b>I</b>	Elton & Dottie	<b>J</b>	George Lightfoot
<b>K</b>	Lena Dunham	<b>L</b>	Harry Chapin	<b>M</b>	Jane Cilia Tomcz	<b>N</b>	Jane Taylor	<b>O</b>	Alice Onelidge
<b>P</b>	Stevie Nader	<b>Q</b>	Chicago	<b>R</b>	John Dunner	<b>S</b>	Smile	<b>T</b>	Jin Crowe
<b>U</b>	John Gillies	<b>V</b>	Bob Stinson	<b>W</b>	Donnie Ball	<b>X</b>	Clara Swain-John	<b>Y</b>	Phoebe Snow
<b>Z</b>	Rocky Stone	<b>0</b>	Get Stevens	<b>1</b>	Loggins & Messina	<b>2</b>	Janis Ian	<b>3</b>	Elton John

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AND PLAY  
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## Another door opens in radio's theater of the mind

**CBS's new weekend adventure series for General Mills offers Himan Brown another challenge: bringing drama to an audience of the young**

Fred Gwynne, the beagle-faced actor who played in the *Car 54, Where Are You?* and *Munsters* TV series, faces a microphone in an old studio on 57th Street in New York, taping his part in one of the new *General Mills Adventure Theater* programs for CBS Radio. Wearing lime-green pants, bright red socks, white tennis shoes, and with a cigarette stuck behind one ear, he pretended all the while to be the caliph of Baghdad, a kindly ruler who disguises himself to mingle with his subjects because "he is not so wise that he cannot learn still more."

"Fantasy is the word in *Adventure Theater*," Himan Brown says in the control booth. "Once we say there's a caliph, you've got him."

Mr. Brown produces and directs. *Adventure Theater*, as he has the *CBS Mystery Theater* since its inception in 1974. During the three-hour taping that morning, Mr. Brown would have guided Mr. Gwynne



**It's all in the voice.** The counsel is offered by Himan Brown (c) as he coaches TV actor Skip Hinnant (l) and stage-TV actress Merry Flershem for their radio debuts. It occurred in the *General Mills Radio Adventure Theater* presentation, "With Malice Toward None," on Lincoln's Birthday.

and the rest of the cast through a confrontation with a genie in a bottle, the tragic tale of a merchant who loses his sight and his camels because of his greed, and the trial of an unfaithful friend who is sentenced by the caliph to sell three-year-old olives for the rest of his days. At noon, Mr. Brown distributed checks to the actors, and after a short break without lunch, plunged into the next fantasy, "King

Solomon's Mines."

*Adventure Theater* was launched Feb. 5 over 218 radio stations, most of them CBS Radio affiliates, with two different 50-minute dramas on Saturday and Sunday, usually cleared at 6:07 p.m. The program may not be the fruition of a radio drama renaissance that Mr. Brown and others at CBS predicted was under way when *Mystery Theater* began. The other representa-

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tives of that rebirth—Mutual Broadcasting's *Zero Hour*, NBC's *X Minus One*, *The National Lampoon Comedy Hour* and *Sounds of the City*, a black-oriented soap opera sponsored by Quaker Oats—all are no longer in production. *Mystery* and *Adventure Theaters*, in fact, stand pretty much alone on the contemporary radio drama scene, sharing the medium only with revivals of such classics as *The Lone Ranger* and *The Shadow*.

Still, *Mystery Theater* has proved to be more than the brief exercise in nostalgia many of its critics said it would be. It is cleared by 219 stations five nights a week and attracts a monthly cumulative audience estimated at 14 million listeners, according to CBS's figures.

General Mills, the sole sponsor of *Adventure Theater* is less concerned with radio drama renaissance than with attracting the attention of a well-defined audience—youngsters 7-to-14 years old and their parents—through a less expensive medium than television.

"Our media department here at GM has been pushing the idea of returning to radio for about four years," said Fletch Waller Jr., vice president and director of marketing services at General Mills. "D-F-S [Dancer-Fitzgerald-Sample, the General Mills agency] knew we had a predisposition toward radio, so the spark struck fire right off the bat."

D-F-S first approached General Mills with the *Adventure Theater* idea after a comment by CBS Radio President Sam Cook Digges caught the agency's eye when *Mystery Theater* first went on the air. Mr. Digges said he and Mr. Brown hoped to expand radio drama into several areas, including a show for children.

There was some initial concern on the agency's part that the medium was untested for children and possibly untestable. "In a day and age when a basic concern is always, 'How are we going to evaluate this?' we were faced with the fact that there is no history at all of kids listening to the radio," said Allen Banks, head media planner for D-F-S.

What sold General Mills on the idea, besides its desire for an alternative to television, was Himan Brown. "He has an ability to enthuse and inspire people," said Mr. Waller.

General Mills has committed itself to the series for one year, with clauses both to extend and to withdraw before that time. The company is promoting the program with television spots featuring the show's host, Tom Bosley (dad on *Happy Days*), and with messages in its cereal boxes (Mr. Banks of D-F-S says 30 million of those boxes go on the grocery shelves every month). It's estimated that between CBS and General Mills, about \$1 million is being spent promoting the new show.

To help insure that the audience, once attracted, will stay tuned, CBS has hired a child psychologist and D-F-S employs a program director to review each script to make sure it is appropriate for children. But the most important thing, according to Mr. Banks, is to keep the young listeners' ear with that old standby—action.

## Media

### Van Deerlin's rewrite project gets kibitzed at the NATPE

**Speakers, ranging from a GM of a local station to a network VP and a former FCC chairman, praise or put down effort to revamp the Communications Act**

The tug of war over a rewrite of the Communications Act of 1934 began last week as a long line of speakers arose before the National Association of Television Program Executives to proclaim its necessity, or protest its dangers. No consensus emerged, but it seemed evident that the eventual contest will be between the have-lots and the have-lesses of the communications world, with First Amendment considerations inevitably in the middle.

In all, 11 speakers—and almost as many points of view—went before the conference. The primary proponent was Donald H. McGannon, the chairman and president of Westinghouse Broadcasting Co. Aligned on his side of the debate was William H. Dilday Jr., general manager of WLBT-TV Jackson, Miss. Others with special pleadings included Russell Karp, president of Teleprompter; Don Curran, president of Kaiser Broadcasting, and Lawrence Grossman, president of the Public Broadcasting Service. Those less enthusiastic: Dean Burch, a former chairman of the FCC now in private communications law practice in Washington; Bill Leonard, Washington vice president for CBS Inc.; Ben Barry, a syndicator; Joel Chaseman, president of Post-Newsweek Stations, and Vincent Wasilewski, president of the National Association of Broadcasters. Representative Lionel Van Deerlin (D-Calif.), the chairman of the House Communications Subcommittee, whose project the rewrite is had the last word.

The framework in favor of the updating was erected by Mr. McGannon, who spoke of a new act "to bring us into the present and be flexible enough for the future." Its major creation, he suggested, would be a Department of Communications headed by a cabinet-level secretary. "The [present] FCC does not even have jurisdiction over the entire electromagnetic spectrum," Mr. McGannon said, noting that 40% of its frequencies, primarily for the military, were outside the commission's reach. Such a department would incorporate the present functions of the FCC as well as those of the armed forces, the Office of Telecommunications Policy and the Office of Telecommunications in the Department of Commerce.

Mr. McGannon addressed two of the so-

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**First blood.** NATPE's first morning brought together a number of points of view on rewriting the Communications Act of 1934. Representative Lionel Van Deerlin (above left) came on at the close to respond to the earlier presenters and to muster support for the project of his House Communications Subcommittee. The principal panelists were (l to r at right above): Dean Burch, the former FCC chairman now practicing communications law; Bill Leonard, CBS vice president in Washington;



Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co., and William Dilday Jr., general manager of WLBT-TV Jackson, Miss. Their remarks were followed by shorter presentations by (l to r, bottom row) Joel Chaseman, president of Post-Newsweek Stations; Ben Barry, a syndicator; Russell Karp, president of Teleprompter; Don Curran, president of Kaiser Broadcasting; Larry Grossman, president of the Public Broadcasting Service, and Vincent Wasilewski, NAB president.



called First Amendment aspects of a Communications Act rewrite and split his vote. He would favor continuation of the fairness doctrine ("I cannot conceive of our industry operating without such an elemental principle ... we would have to create such a principle if it did not now exist") but would favor elimination of the equal-time provisions of Section 315 "at least as they apply to candidates for the offices of President and Vice President."

Mr. McGannon enunciated a point echoed by other speakers as the principal reason for such a rewrite: that the present act dates from a period before the advent of "satellite, microwave, radar, land mobile, fiber optics, laser beams and citizen band." He noted that there were but 18.5 million telephones in 1927 (the year of the Dill-White Radio Act that was the precursor of the 1934 Communications Act), while there are 121 million now; that there were then 681 radio stations, versus 8,200 now, and that "television existed only as an idea."

CBS's Mr. Leonard examined those same considerations to reach a conclusion 180 degrees away: that all those new services had come into being without being mentioned specifically in the act. Indeed, he went back even further to note the shortcomings of the Constitution in mentioning many of today's realities. "What a field day I could have with that," he said. "What they left out. Where is the part about railroads? What articles deal with cars? Women? Russians? Airplanes? Why did those forefathers forget to in-

clude a word about political parties? To say nothing of atomic bombs, subways, telephones, backgammon or Sani-flush?"

His point: that the Constitution has survived precisely because it was drafted in general rather than specific terms.

Mr. Leonard drew applause when he spoke of the American system of communications as "the best on the face of this earth. ... Communications, whether by landline or through the air, is unmatched." He went on: "Our communications system is the freest in the world. Not as free as we will need, not as free as it should be, yet under it has developed a strong, independent broadcast journalism, with standards high and the flow of information great, its courage tested through the white heat of civil-rights controversy, of Vietnam and of Watergate.

"We have the most informed nation on the face of the earth," Mr. Leonard continued. "We produce entertainment in mind-boggling volume and sometimes even of high quality. We have the most efficient telephone service on earth. All these things at the fingertips not of the few but of the many. And all developed in an economic and legal framework that generally has protected our people against undue concentration of power—both from private business and from government."

Mr. Leonard's concern: that "in some sort of mad race to abolish it or reform it, or whatever, that we not fritter away those precious rights for which we have fought so hard for so long. I do not want to destroy those precious freedoms we have

(but really don't quite have) under the First Amendment."

A similar position on the conservative side was struck by Dean Burch, who said, "I wish I could be enthusiastic [about the rewrite] but cannot." Among his concerns: how a cabinet officer who is part of a presidential administration would go about deciding equal-time problems. And while saying that he "admires, likes and even trusts" Mr. Van Deerlin, he really wonders if a rewrite is necessary. "The only reason to rewrite is if you want to change the basic thrust," Mr. Burch said, making clear he did not.

The former FCC chairman, recalling that it took almost seven years to write the first Communications Act, and 15 years to write the new copyright law, said his best guess on how long it would take for a rewrite was "I don't know." Mr. Burch advised: "If I were a program executive I would make my short- and long-range decisions on the basis of the status quo. No Congress, no FCC will solve the problems of sex and violence, or of news."

WLBT-TV's Mr. Dilday said he was basically satisfied with the act as it is, but wanted to make sure that any rewrite would "emphatically state" that ownership of radio and television be reserved to the government, with operators licensed for limited periods of time. Expressing a view generally held by minority owners or minorities that aspire to enter broadcast ownership, he asked also that any rewrite require that appeals from FCC decisions be taken to the U.S. Court of Appeals in

the District of Columbia ("I fear only the rich and the powerful would prevail in the local circuit courts") and that, while favoring a five-year license period, he would condition its grant on citizen groups having the right to petition against a licensee at any time during the license period. Mr. Dilday also criticized what he called "the most pressing problem" facing both broadcasters and citizen groups: "Quite simply, it is the inertia of the FCC." He took the commission to task for failing to analyze annual program reports or employment reports, and for taking an "unconscionable amount of time" in adjudicating competing applications.

Messrs. McGannon, Burch, Leonard and Dilday were followed by a number of "discussants" who came forward to express particular points of view, or to plead particular causes.

Ben Barry, a syndicator, said that "the last thing I want is to spend more time with congressional committees," but that if there was to be a rewrite process, he wanted his segment of the industry (the smaller syndicator) to be part of it.

Joel Chaseman of Post-Newsweek said he did not believe the act should be broadly rewritten, but that, in reference to cable television, "So long as cable piggybacks on television broadcasting by carrying its signals, cable must be treated for what it is—a supplement to television broadcasting." He also spoke out for license stability, noting his station group's jeopardy during the Nixon administration: "We've been on enemies' lists," Mr. Chaseman said. Such stability could come from the FCC under existing authority, he said.

Teleprompter's Mr. Karp reminded the audience that 30% of the cable industry is owned by broadcasters, and said all TV stations benefit from the carriage of their signals by cable. He came down on the side of the act's revision, and proposed four goals: (1) to change the status of cable from ancillary to independent; (2) to provide greater deregulation of cable ("We now file more applications with the FCC than all the networks combined"); (3) to provide for federal pre-emption of state and local cable regulation, and (4) to revise pay-cable regulation, and particularly the leased-channel requirements that provide that cable operators make their channels available on a first-come, first-served basis. "Never before in history has the determination of a medium's content been time-determined," he said, adding that cable was in danger of becoming a pornographic medium if operators could not exercise discretion in choosing their leased-channel patrons.

Kaiser's Mr. Curran spoke for UHF equality with VHF (his group's stations are all U's), saying that segment of the spectrum is the only place TV has to grow. The medium is, at long last, becoming viable, he said, but needs regulatory or legislative help to achieve parity. On his list: discontinuing the temporary use of UHF frequencies for land-mobile services; assigning new translators to chan-

nels 70-83; requiring set manufacturers to develop better UHF tuners; removing the grandfathering provisions that permit some cable systems to omit carriage of UHF signals; enabling the FCC to enforce cable regulations, and particularly pay cable regulations, with greater facility.

Mr. Grossman of PBS indicated he held high hopes for the Communications Act rewrite to correct deficiencies of the present system. Speaking of licensing, he said nothing makes less sense than the way it's done now; in his opinion, neither broadcaster nor citizen is served by it. He expressed the hope that financial support for public broadcasting would emerge on a dedicated basis, as opposed to the current appropriations process, along with political broadcast provisions that would eliminate such "charades" as demanding that third persons mount presidential debates. He joined Mr. Curran in asking that something be done to equalize UHF and VHF, and he asked for revision of the fairness provisions as they apply to public broadcasting—particularly the elimination of requirements that objectivity and balance be demonstrated in each individual program (as opposed to over a period of time) and the prohibition against editorializing by public stations.

Vincent Wasilewski, for the NAB, did not come out flatly against the Communications Act rewrite effort, but did express concern that it might deal with issues on a "package" approach as opposed to the step-by-step amendment process that change must now pursue. He cited recent

**Crowd pleasers.** Bill Leonard, the CBS Washington vice president, was an audience favorite at last week's NATPE panel session on the Communications Act rewrite (see page 57). He won them over not only with his speech—in which he opposed a full-scale rewrite—but with an opening remark about postures of presentation. Noting that Donald McGannon, of Westinghouse, the first speaker, had delivered his remarks while standing, and that the second speaker, Dean Burch, the former FCC chairman, had his say while seated, Mr. Leonard said he was tempted to deliver his opinion "on my knees." He held back from another line, however, that might have drawn similar delight—a phrase in his prepared text suggesting the rewrite might have been inspired "because a new generation of bureaucrats is looking for something to do."

Another cheer went up for a statement by William H. Dilday Jr., of WLBT-TV Jackson, Miss., in discussing the costliness and time-consumption of the competing applications process. "It seems to me," he said, "that it is much more advantageous to be a communications lawyer instead of a broadcast licensee or an applicant for a license. As a lawyer, you reap all the benefits and take none of the risks."

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passage of copyright legislation as a package that gave broadcasters' concerns short shrift. Mr. Wasilewski said three areas would be most watched by broadcasters as the process proceeds: (1) localism, which he termed "of paramount importance," and (2) the problems of cable and (3) the First Amendment.

Congressman Van Deerlin batted clean-up, indicating that he had been listening closely but had not been dissuaded from his course. His rejection of the argument that the present act was sufficiently broad to allow develop of new media was most evident when he challenged Mr. Chaseman's assertion that FM broadcasting, along with TV, had come along since 1934. Mr. Van Deerlin's rebuttal: that "poor Major Edwin Armstrong must be twirling in his grave. It took 25 years to get FM into commercial and educational usage because of such obstacles . . . as those raised by RCA." He also noted that it had taken Mr. Dilday's station, WLBT-TV, over 10 years to make a successful license challenge. "In spite of the protections of the system," he said, "he had to go to court before half the population" of the community could be represented in the station's programing, "making it possible for a black man to be here today."

"Great changes are afoot in the land," Mr. Van Deerlin said, noting an OTP state-

ment that by the year 2000 it might "make no sense whatever to send TV signals through the air." We have to keep pace with the application of technology, he said, remarking that Japan, for example, was far ahead of the United States in the use of communications satellites. He agreed that cable was a "temporary point of argument" but said "that's only one of our problems."

Saying he hoped for the widest possible support for and input to the rewrite process, Mr. Van Deerlin said "I hope I can persuade you that I'm not looking for a fast way to turn the industry upside down . . . We're going at this cautiously. We're not smart enough to know all the answers but smart enough to know where to turn for the answers. We want to guarantee to the consumer the greatest choice among technologies, and to guarantee that technology on the drawing boards will reach the consumer at the lowest cost."

Mr. Van Deerlin won his greatest response when he announced a strong position on broadcast journalism issues. "If a broadcaster doesn't have the same, precise protection as the print journalist he has no protection at all," Mr. Van Deerlin declared, adding that "as long as I hold a gavel" he would try to nail down absolute First Amendment rights for broadcast journalism.

## No solo role for House in deep review of 1934 act

### Senate subcommittee sets hearings on whole communications policy

This year and beyond will be the era of the Communications Act watch. Not since 1934, when it was signed into law, has the act undergone such close scrutiny.

First it was in the House of Representatives, where Lionel Van Deerlin's (D-Calif.) Communications Subcommittee has undertaken an over-all revamping of the entire document.

And now it's in the Senate, where it was related last week that Ernest Hollings' (D-S.C.) Communications Subcommittee plans to review "every major area" of federal telecommunications policy. Senator Hollings, at the helm of a subcommittee that will not be organized for another week, has begun to map out a series of hearings for this year, beginning with a three-day study of common-carrier issues, March 21-23. There will be other hearings, yet unscheduled by the Hollings panel, covering broadcasting (including, possibly, a look at TV violence), CATV and international telecommunications.

Where the hearings will lead—none will focus on any specific legislation—is vague at this point. Mr. Hollings's intentions are apparently to "review" the Communications Act, more than "revamp" it as Representative Van Deerlin has promised.

A Hollings staffer said last week that the primary purpose of the hearings is to educate the subcommittee members, many of

whom will be new to communications. "Beyond that," the staffer said, "they don't lead anywhere—except to develop some frameworks" for more intensive examinations. The aide added that only after the initial education period will the subcommittee be prepared to deal with questions such as, "Do you think the building [the act] is bad? Should we rip it down?"

The Senate subcommittee begins the project a year behind the Van Deerlin subcommittee, which held extensive hearings on cable TV and exploratory hearings on telephone common carriers last year, and whose staff launched the rewrite project in October. Not that a foot race is in the making between the two houses, Senate sources quickly point out. By the same token, however, "The Senate's not going to be playing poor brother in communications policy," one official said.

Senator Hollings signaled his intentions in a letter signed jointly by him and Commerce Committee Chairman Warren Magnuson (D-Wash.) to Senator Edward Kennedy (D-Mass.), chairman of the board of the Office of Technological Assessment, a research body that serves both the House and Senate. The two senators offered and the board accepted a proposal that OTA build a telecommunications "capability"—that is, hire some experts in the field and begin a study of the issues.

In their proposal, Senators Hollings and Magnuson exposed their own plans for the Communications Subcommittee: "We are

beginning to hear criticisms [about the Communications Act] because technological events have steamed by, leaving the government policy to operate in the wake . . . . Our desire is to re-evaluate the assumptions made in 1934 in light of the new technologies. This re-evaluation will help us to identify the benefits and problems these new technologies may present our society, and to recommend the appropriate federal role."

At the same time the subcommittee is doing that OTA will be studying these issues: (1) new technologies, such as satellites, fiber optics, solid state devices; (2) new services, such as financial and business information, health care delivery, education and entertainment; (3) computer/communications: teleprocessing, computer networks; (4) spectrum uses: land-mobile systems, satellite spectrum and orbit allocations; (5) international telecommunications: satellite broadcasting, technology transfer; (6) trends: technological economic and social, as they affect telecommunications.

The price of the OTA project is estimated at \$75,000.

The Magnuson-Hollings participation in the OTA proposal was in part a reaction to Senator Kennedy's initiative. The latter's original proposal was for OTA to study computers and information systems, and as that effort would inevitably lead OTA into Communications Subcommittee territory, the two senators sought to protect their interests in the project. And at their urging, Representative Van Deerlin also posted notice of his interest in participating in OTA's deliberations.

Senator Kennedy, not incidentally, is also chairman of the Senate Antitrust Subcommittee, which might continue examinations of some facets of competition in the broadcast and telecommunications industries begun by the former chairman, the late Senator Philip Hart (D-Mich.). A Kennedy staff member said last week, however, that Senator Kennedy has made no decisions about that yet.

## Van Deerlin opposed to Ferris as FCC chairman

**Frontrunner for job is not knowledgeable enough in communications, Congressman tells NATPE news conference**

More in sorrow than in anger, the chairman of the House Communications Subcommittee fired the first shot in opposition to the prospective appointment of Charles Ferris as chairman of the FCC. Lionel Van Deerlin (D-Calif.), surprised by the first question at the opening press conference of the National Association of Television Program Executives conference in Miami (on Saturday, Feb. 12), responded:

"I still hope that the administration that

came in on the question, 'Why not the best?' is going to give us the very best as the next FCC chairman. These are times in communications which, more than any I can recall, demand the very best. The very best prepared, in a commission chairman, because the directions that are taken within the next two Congresses, probably, are going to have a great deal to do with the life style of the American people for decades to come. . . I'm not sure that any of the names I've heard publicly really, yet, meet that criteria."

Mr. Ferris's prospective nomination to the FCC chairmanship is more than speculation at this point. He has told key members of Congress that President Carter has offered him the post. He has told reporters that the announcement is expected perhaps in May, but not sooner. Former chief counsel for 13 years to the majority leadership in the Senate, Mr. Ferris is now chief counsel to House Speaker Thomas P. O'Neill, who, it is widely believed, "parked" Mr. Ferris in his office temporarily, pending his nomination by Mr. Carter to the FCC.

As the NATPE press conference progressed, Mr. Van Deerlin volunteered that he had had lunch with Mr. Ferris, found him to be "a very fine person" but that, if he knew anything about communications, "it didn't surface" on that occasion. And while conceding that one did not have to know a lot about the communications industry in advance, Mr. Van Deerlin noted that "the search [for a prospective FCC chairman] might have been a little broader."

FCC Commissioner Abbott Washburn, Mr. Van Deerlin's companion as subject of the press conference, passed over the opportunity to remark on Mr. Ferris's qualifications. "I don't know the man," he said. He was less reluctant to comment on another question dealing with the regulation of advertising. Should it be incorporated into the rewrite of the Communications Act now under way by Mr. Van Deerlin's subcommittee? Considerations involving "children's television overcommercialization certainly ought to be in the act," he said, in the next breath raising a Post-Newsweek Stations program (*Arthur & Company*) that has no commercials within the program. Challenged on that assertion, Mr. Washburn backed off to suggest that "it should be in the guidelines" of the FCC in the area of advertising to children. Pre-schoolers, he said, have difficulty distinguishing between program and commercial material. "It's very useful," he said, "not to interrupt them" in terms of their TV programming.

Mr. Van Deerlin was critical of the FCC's performance in the area of station license renewal. "One would judge," he said, "that stations fulfill the public's interest, convenience and necessity by staying out of jail. I anticipate that we might want to enunciate a higher standard than that."

And Mr. Van Deerlin, while saying that FCC Chairman Richard E. Wiley "stubbed his toe" on family viewing, expressed

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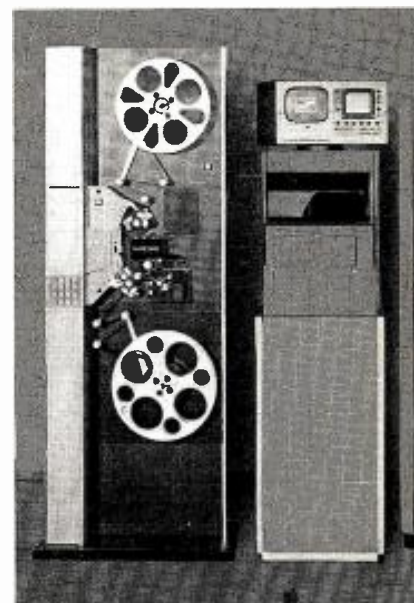
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the hope that the question of violence in TV "will be settled in the marketplace." He also said that Mr. Wiley would be formally asked to make his own input into the House subcommittee's Communications Act rewrite process "within the next three days." Asked for a timetable on the rewrite effort, he expressed the hope it could be accomplished in the next two Congresses. Both Messrs. Van Deerlin and Washburn supported continuation of an Office of Telecommunications Policy, although conceding it need not be on as large a scale as at present.

The White House, meanwhile, was avoiding direct comment on Representative Van Deerlin's statement. News Secretary Jody Powell, when informed of the comment, said, "We have and will try to select the best men and women we can [for jobs in government]. There will be some disagreements on that." As for whether the President has decided to appoint Mr. Ferris chairman of the FCC, Mr. Powell said, "As far as I know, no decision has been made."

### WHLO survives objectors, but isn't off the hook

The FCC denied a petition by Malcolm J. Costa and others who objected to the licensee, Radio Akron Inc., for failing Ohio. But the commission reprimanded the licensee, Radio Akron Inc., for failing

to include complete and accurate information in its annual employment report and EEO exhibit.

The petitioners faulted Radio Akron's community leader survey and maintained that the station had violated equal-employment-opportunity rules.

The commission concentrated on the employment question and said "it was concerned about the absence of any minorities or women (with the exception of 1972) employed in the upper four job categories from 1971-1976" at the station. The commission found that Radio Akron's efforts to hire qualified minorities and women were in accord with EEO guidelines, but it reprimanded the licensee for inaccuracies in its 1975 employment report and 1976 EEO exhibit. The commission added that the reprimand "would carry considerable weight should any such further transgressions occur."

While the commission did not find that the petitioners had raised any substantial questions warranting denial of WHLO's renewal, it deferred action on the application pending resolution of other matters.

### Changing Hands

#### Announced

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

■ **KLRB(FM) Carmel, Calif.:** Sold by Monterey Bay Area Media Inc. to Carmel Communicative Co. for \$450,000. Seller is principally owned by L. E. Johnson Jr., his father, L. E. Johnson Sr., and William M. Oates, none of whom has other broadcast interests. Buyers are Frederick L. Vance, William E. Moore and Jay C. Adair. Mr. Vance formerly owned KHOS(AM) Tucson, Ariz. Mr. Moore was formerly with Avery-Knodel, station rep, and Mr. Adair is San Francisco manager of Meeker Co., another rep. KLRB operates on 101.7 mhz with 630 w and antenna 509 feet above average terrain.

■ **KUSN(AM)-KSFT(FM) St. Joseph, Mo.:** Sold by KUSN Corp. to Hunter Broadcasting Inc. for \$425,000. Sellers are Frederick P. Reynolds and his wife, Jeanne (60% together) and Warren F. Rhyner (40%), who also own KSWT(AM)-KEWI(FM) Topeka, Kan. Buyer is B. D. Hunter, who also owns WJL(AM) Jacksonville, Ill. KUSN is 1 kw daytimer on 1270 khz. KSFT operates on 105.1 mhz with 30 kw and antenna 225 feet above average terrain.

■ **KKUL(FM) Tulsa, Okla.:** Sold by Central Broadcasting Co. to William Hayden Payne for \$375,000. Seller is owned by Gene C. Howard who also holds majority interest in KRMC(AM) Midwest City, Okla. Mr. Payne publishes Edmond, Okla., *Communicator* and owns KMPH(AM) Edmond. KKUL operates on 103.3 mhz with 100 kw and antenna 195 feet above average terrain.

■ **KGMV(AM) Missoula, Mont.:** Sold by Mission Broadcasters Inc. to Robert E. Ingstad for \$300,000. Sellers are Louis G. Erck (68%), who also owns 90% of KHAP(AM) Aztec, N.M., and James T. Goddard (32%), who has no other broadcast interests. Mr. Ingstad owns KGFX(AM) Pierre and KKLS-AM-FM Rapid City, both South Dakota, and has 25% interests in KOVC(AM) Valley City, N.D., and KBMW-AM-FM Breckenridge and KWAD(AM)-KKWS(FM) Wadena, both Minnesota. KGMV operates on 1450 khz with 1 kw day and 250 w night.

#### Approved

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

■ **WBVQ(FM) Hendersonville, Tenn.:** Sold by Hendersonville Broadcasting Corp. to Mooney Broadcasting Corp. for \$366,727 plus \$233,273 loan to seller to pay debts. Seller is owned by William R. Sinks, Donald R. Fauble, John M. Steinhauer Jr., Randall L. Davidson and Michael R. Fleming, who have no other broadcast interests. Buyer is owned by publicly held Mooney Broadcasting Corp., George P. Mooney, president, which also owns WERC-AM-FM Birmingham, Ala.; WBSR(AM) Pensacola, Fla.; WMAK(AM) Nashville and WUNO(AM) San Juan, P.R. WBVQ is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

■ Other station sales approved by FCC last week include: KBHM(AM)-KIRK-FM Branson, Mo.



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## Commerce sees revenue, profit increases in area of 11% in 1977

Department says radio-TV sales were nearly \$7 billion in 1976, will hit \$7.7 billion this year

The Department of Commerce estimates that net revenues for radio and television reached \$6.9 billion in 1976, up more than 18% over 1975, and projects that 1977 revenues will increase 11.4% to \$7.7 billion. Pre-tax earnings for last year are estimated at \$1.37 billion, up more than 50% over 1975 figures, and they are expected to increase 11% in 1977 to \$1.5 billion.

In its *U.S. Industrial Outlook 1977* report, the Commerce department approximates that television stations and networks had total net revenues of \$4.9 billion, and radio stations and networks \$2 billion in 1976 and expects increases to \$5.5 billion for TV and \$2.2 billion for radio in 1977. Television, representing nearly three-quarters of the 1976 total broadcasting figures, has pre-tax earnings of about \$1.2 billion last year but is not expected to make much more this year due to rising operating costs. Radio broke its 1972 all-time earnings high of \$134 million, Commerce reports, with an estimated \$140 million and has prospects of a 7% increase in 1977 to about \$150 million.

"The Olympics, the Bicentennial year and political events and advertising in a presidential year all provide strong stimuli to increased advertising expenditures" in television, the report says, noting total advertising expenditures in television reached a record high of about \$6.4 billion and are expected to increase approximately 12% in 1977 to \$7.1 billion.

The report notes that as the networks approached a sold-out position for advertising time and increased their rates, buyers that were unable to secure network time shifted to spot. With this, "the networks' share of total advertising expenditures for television is estimated to have declined from 46% in 1975 to 43.3% in 1976, while spot advertising is projected to have increased its share from 30.5% to 32%," the report says.

Commerce also reports that spot is expected to have about the same share of the total this year, with local advertising (27.4% in 1976) gaining a fraction of a percent at the expense of network. "Local advertising is expected to grow more rapidly than spot and network and to increase its share as more retailers gain experience with television and as techniques to reduce production costs, such as the use of miniature electronic cameras for in-store video recordings of commercials, are developed."

Television took about 18.4% of total advertising expenditures in all media in 1975

and is estimated to have accounted for 19.5% in 1976. The 1977 share is expected to be the same.

The report indicates that revenues from basic subscriber service to cable television reached about \$775 million last year, an increase of 15% over 1975, and are expected to rise 14% to \$880 million this year, noting that "growth of the cable television industry continues to be hampered by a shortage of capital on terms it can afford."

The report says about pay cable: "At the end of 1974 there were approximately 40,000 pay cable subscribers. By the end of 1975 their number had increased to an estimated 400,000. At the close of 1976 there were close to one million subscribers contributing about \$100 million a year to the industry's gross revenues. The industry expects that 1977 will see close to one million new pay cable subscribers added to its rolls and they will furnish an additional \$100 million a year to the industry's gross."

Total advertising expenditures on radio are estimated at \$2.3 billion in 1976 and are expected to reach \$2.6 billion in 1977. "Those FM broadcasters reporting separately to the FCC, although starting from a much lower base than their AM counterparts," the report says, "continued to experience a higher rate of growth in revenues. Revenues reached about \$375 million in 1976, and are expected to in-

crease at least 20% in 1977 to \$450 million."

Expenditures on network radio in 1976 are estimated to have exceeded \$90 million and are expected to approach \$100 million in 1977, the report says, adding, "Radio in contrast to television is primarily a local advertising medium, with 75% of its revenues coming from local advertisers. National spot advertising placed on radio stations furnishes about 21% of their revenues, while network payments account for just under 4%."

Commerce says, "Advertising expenditures for radio time account for an estimated 7% of all advertising payments and are inching up each year."

## The high price of NBC's deal with its women

Out-of-court settlement calls for back pay and training programs that could add up to as much as \$2 million

Comments at a preliminary hearing in U.S. Magistrate Court in New York indicated last week that it's going to cost NBC up to \$2 million to settle the discrimination suit filed by the NBC Women's Com-

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mittee for Equal Employment Opportunity. Both sides are to submit to the court draft proposals for the settlement tomorrow (Feb. 22).

Reportedly, the settlement proposal calls for NBC to pay between \$1.5 million and \$2 million, part of it in back pay to women who allegedly suffered discrimination while in the employ of the company and the remainder for setting up training programs. NBC is also said to have agreed to the monetary settlement, plus guarantees of improvements in hiring practices and job assignments for women, particularly in the technical sector. WCEEO had filed suit against NBC, RCA and six unions affiliated with NBC in December 1975, charging sex discrimination.

Tomorrow's hearing before U.S. Magistrate Sol Schreiber is intended to put in final form the terms of the settlement. Since the suit was filed as a class action, notice of the terms of the agreement must be sent to about 2,100 NBC female employes for comment. NBC and WCEEO reportedly are in substantial agreement on terms of the settlement, but the Magistrate's Court last week asked for clarification on certain legal issues.

In approximately six weeks the proposed settlement will come before Judge Lloyd F. MacMahon of the U.S. Southern District of New York for approval.

In the suit WCEEO asked the court to

require NBC to give to women employes salaries, merit increases, responsibilities and assignments commensurate with their positions; require NBC to start training programs in the technical and craft areas for women; require NBC to re-evaluate and upgrade jobs held totally or primarily by female employes; require defendant unions to abolish membership qualifications that tend to exclude women and to abolish recruitment and referral systems that exclude women.

Joining WCEEO in the suit were 22 women employes of NBC. Before filing the suit, WCEEO filed complaints against NBC with the United States Equal Employment Opportunity Commission and the New York City Commission on Human Rights. Both said they found "probable cause" that NBC was engaged in unlawful discriminatory practices.

## Dispute between labor and management

**WBAI(FM) New York staff doesn't want format or personnel changed so it shuts down station**

Dissension between management and staff over programming policy has shut down noncommercial WBAI(FM) New York, one

of five Pacifica Foundation outlets. Staff members have promised to "occupy" the station until their grievances are resolved.

The long-developing confrontation came to a head Feb. 12 when management ordered the station off the air at 2 p.m. Staff members refused and began filling air time by reading their demands and discussing their intention to unionize. Eventually members of the staff barricaded themselves in the station's transmitter room in the Empire State Building to keep the signal operating. But at 7 p.m. the power was cut off and the station was still off the air late last week.

The dispute centers on a decision made last fall by the station's board of directors that listener subscriptions, which have declined by about 50% in the last year to 17,000, had to be regenerated by "tightening up" the station's format. WBAI programming has been an "eclectic" combination of political debate, music of all types, audio documentaries and the like. The station is run by a paid staff of 20 with as many as 80 volunteers.

To effect the desired format changes, a new station manager, Anna Kosof, and program director, Yoruba Guzman, were hired last fall. Plans were developed to initiate in March a more competitive and professional format which would broaden the station's appeal, especially to Puerto Rican and other minority groups.

The staff is demanding that no changes in format or in personnel be made without its approval, and it has expressed dissatisfaction with the proposed format and with Mr. Guzman personally. Management responded in a statement Feb. 15 that it would accept a union, and would deal with a separate "association" of volunteers. The statement also said the station would be reopened "immediately" if "staff and volunteers are willing to give assurances that the station manager will be in complete control of access to property of WBAI, programming and use of the airwaves."

## NATPE panel says EEO starts at the top

"It's difficult to measure good faith. We must have goals and timetables."

That was the opening observation of Patti Grace, minority employment specialist of the National Association of Broadcasters, at last week's 7:45 a.m. session on that subject at the National Association of Television Program Executives conference in Miami. Considering the hour, a large number of convention delegates assembled to hear a discussion that included Jim Long, of Storer Broadcasting, and Betty Hayter of WCAU-TV Philadelphia. The moderator was Joel Chaseman, president of the Post-Newsweek station group, which presented a film on the subject of minority employment made at various of that group's facilities.

Ms. Grace noted that "if affirmative ac-

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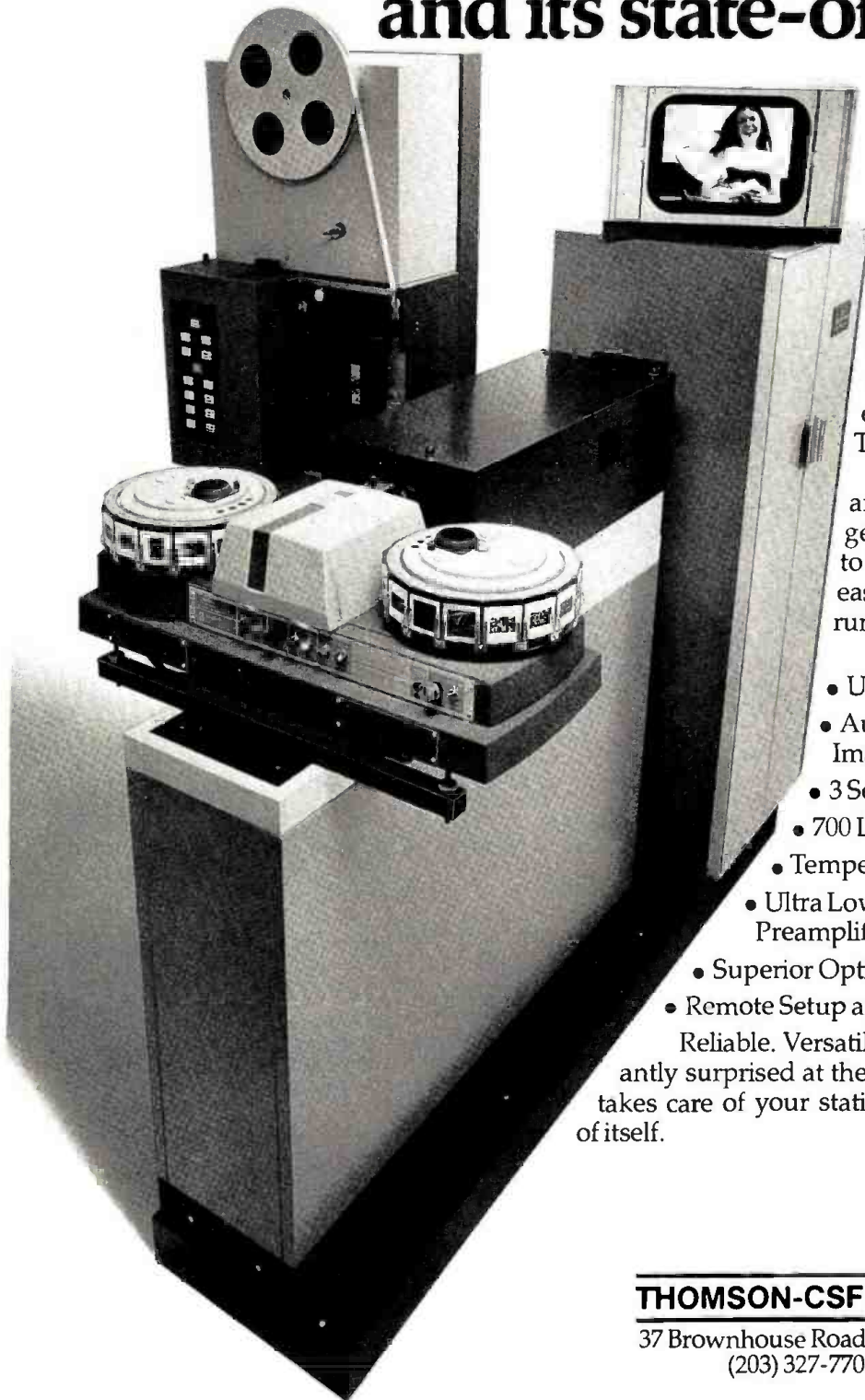
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**Rise, shine and hire.** These NATPE early-birders discussed minority employment. L to r: Betty Hayter of WCAU-TV Philadelphia, Joel Chaseman of Post-Newsweek, Patti Grace of the NAB and Jim Lord of Storer Broadcasting.

tion were voluntary, most people admit it wouldn't happen." Among the primary considerations in seeing that it does happen, she said, is to "reward managers for their affirmative action programs as in other areas." Mr. Long added that the most important element in affirmative action is to have "the real power at the top" committed to it. "Show me an organization where there is a successful program and I will show you an organization where the chairman and the president have let it be known to the line managers that they mean business."

Moreover, he said, that understanding must go down through an organization "to the least of us." If not, he said, it was doomed to failure because of the opposition of white males.

Ms. Hayter advised the delegates to "think about counseling, not only for women and minorities but for men." And don't sell generalized experience short, she said. "Skills are transferable."

Mr. Chaseman noted that "the 'us' of management is changing." It used to be older white males as the "us" at the top while blacks and females were among the "them" of the lower ranks. When it's both black and white and male and female at the top "everything changes," he said.

## Media Briefs

**New from Arbitron.** Arbitron Television, New York, issued its "City Book 1976-77," which shows composition of each 1976-77 Arbitron ADI (area of dominant influence) in terms of cities, towns, villages and places having more than 2,500 or more inhabitants, based on 1970 population census.

**BPA growth.** Broadcasters Promotion Association has hit 600-member mark, 16% increase in past year.

**Emergency dispensation.** National Association of Broadcasters has asked FCC to allow radio and television stations to rebroadcast emergency information transmitted over citizens and amateur radio service. NAB claimed change merely is relaxation of present restrictions and formal rulemaking process would be unnecessary.

**Plus two.** Baltimore and San Jose Calif., have been added to Arbitron's radio list of markets surveyed in January/February. Other markets receiving Arbitron radio reports in January/February included are: Boston, Chicago, Cleveland, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Seattle/Everett-Tacoma and

Washington.

**Policy draws opposition.** FCC's "clarification" of its WESH-TV Daytona Beach, Fla., decision, which some communications attorneys hailed as being almost as helpful to broadcasters as protective renewal legislation they had been seeking (BROADCASTING, Jan. 10), is subject of petition for reconsideration filed by Citizens Communications Center, National Black Media Coalition and National Citizens Committee for Broadcasting. Groups say policy embodied in clarification undermines "efficacy" of comparative renewal process, commission's multiple-ownership and minority-ownership policies, and its standards for integration of management and ownership. Petition is not expected to be granted, but it affords groups' basis for appeal to court.

**Please stay.** Donald I. Baker, assistant attorney general for antitrust, has been asked by new Attorney General, Griffin Bell, to stay on in Justice Department under Carter administration.

**Written word.** ABC Inc. and CHC Corp., publishing company based in Los Angeles, said they had been holding discussions looking toward ABC's acquisition of CHC but that "no agreement of any kind had been reached." CHC publications include *Los Angeles Magazine* and *American West*. ABC owns group of farm publications, *High Fidelity* and *Modern Photography* and Word Inc., Inc., which produces inspirational and religious publications.

**History project.** Mississippi Broadcasters Association has commissioned Bob McRaney Sr., who retired as executive secretary at end of 1976, to compile and edit "The History of Radio in Mississippi." Pictures, remembrances, news clippings and other background material are being solicited. P.O. Box 1336, West Point, Miss. 39773.

**Honors for 21.** National Broadcasters Hall of Fame, privately promoted museum to be opened in Freehold, N.J., in May (BROADCASTING, Jan. 10), has announced list of 21 personalities to be honored: Red Barber, George Burns, Bing Crosby, Arthur Godfrey, Bob Hope, Kay Kyser, William S. Paley, Kate Smith, Lowell Thomas and Harry Von Zell and (posthumously) Jack Benny, Milton Cross, Ted Husing, H.V. Kaltenborn, Guglielmo Marconi, Edward R. Murrow, David Sarnoff, Bill Stern, Paul Whiteman and Walter Winchell. Museum has no connection with National Association of Broadcasters, which announced its own first Hall of Fame winners last month

(BROADCASTING, Jan. 31).

**Public service.** *Guide to Broadcast Media Access* handbook has been published by New York Public Service Broadcast Council to help nonprofit organizations seeking radio and TV airtime for public-service messages. Seventy-page book includes hints on how to approach broadcast outlets, sample scripts and individual public service requirements of many stations. Copies are available from public-service departments of most New York area stations.

**Correction.** WSAV(AM) Savannah, Ga., has asked FCC for new call letters WKBX and not WXBX as reported in Jan. 24 issue. WSAV operates on 630 khz with 5 kw full time.

**Yelling its story.** WNEW-TV New York is investing between \$1.5 million and \$2 million in advertising-promotion campaign heralding station as "the choice," different from network-owned TV outlets and one that sometimes outrates network-owned stations in New York. Created and placed by Ogilvy & Mather, New York, campaign makes use of WNEW-TV, 11 radio stations, eight newspapers, eight magazines and five trade publications.

**What to do first.** Corporation for Public Broadcasting has new publication available: "How to Start a Public Broadcasting Station." Twenty-three page booklet introduces legal, technical and financial requirements, provides hints on planning, financial assistance, references and services.

**Defense advisory.** Pentagon's Civil Defense Agency has told 2,000 stations on its national warning system to polish their plans of action in case of accidental missile attack. Directive was follow-up to U.S.-Soviet agreement to institute measures reducing risks of nuclear war. CDA suggested that local radio and TV outlets be used to direct public to safety and that local officials develop emergency warning plans for broadcast stations.

## A distant rumble grows much louder

**NPR employees threaten to strike if demands for higher salaries, unionization and compulsory arbitration are not met**

A strike by about 30 on-air and production employees looms as a strong possibility at National Public Radio, after little progress so far this month in contract negotiations between NPR and the American Federation of Television and Radio Artists.

The employees, who voted to accept AFTRA representation last summer (BROADCASTING, July 5, 1976) are demanding higher salaries, a union shop and compulsory arbitration provisions.

NPR management has offered a 15% raise on average, claiming that, as a nonprofit corporation, it cannot afford "the doubling of present salaries." It also op-

poses the other two demands.

The employees, who earn between \$9,600 and \$23,000 per year, however, are seeking a total of about \$140,000 above the 15% offer. Said one NPR staff member: "Fifteen percent of nothing is still nothing."

Unless management makes further concessions, the AFTRA board will be asked to authorize a strike.

NPR President Lee Frischknecht has claimed that the scope of the agreement sought by AFTRA wants "virtually all NPR programming to be AFTRA-produced," and said this runs counter to the system's decentralization ethic, with programs also coming from nonunion member stations and other sources.

According to an AFTRA negotiator, "We have attempted to custom tailor an agreement" to the needs of a publicly funded radio system, avoiding the format of contracts with commercial networks. Mr. Frischknecht, however, is far from satisfied with the AFTRA efforts. "We fail to see any custom tailoring," he said.

## PBS stations revamp board of directors

**Meeting in Atlanta, governing body approved \$4.5 million budget ceiling; authorized plan for switch to satellite programming distribution**

The member stations of the Public Broadcasting Service have ended their dual board structure and formed a single 52-person board of directors.

Through mail balloting earlier this year, the stations voted to create a new board comprised of 35 lay representatives, 15 station managers and the PBS president and vice chairman. The previous governing structure consisted of 25-member boards of governors (lay representatives) and managers, which held their last meeting this month in Atlanta during PBS's annual membership meeting and programming conference.

Among the boards' actions was to approve the \$4,502,000 PBS budget ceiling recommended by the finance committee for fiscal 1978. It also authorized a five-year national programming plan to guide PBS in its conversion to satellite distribution. That responsibility was handed to the programming committee which was also directed to investigate incidence of "clipping" of underwriters' credits and unauthorized local fundraising interruptions during PBS national programs. The development/public information committee was asked to look into the practice by some stations of seeking local underwriting for television programs that have been received free.

An ad hoc committee was appointed to investigate the FCC policy which allows cable systems to import a distant PTV signal into a community with a local PTV outlet. Another board action authorized

the PBS staff to represent licensees in copyright negotiations.

The new board is scheduled to hold its first meeting in June.

## NAB is getting ready for a really big show

**TV and radio workshops are being scheduled and the speakers will include Wiley, Pastore, Severeid**

The National Association of Broadcasters has begun trimming its marquee with prominent names for the Washington convention, March 27-30. Among them:

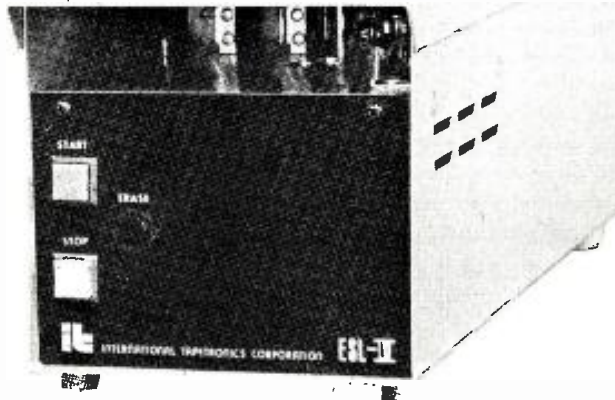
retired Senate Communications Subcommittee Chairman John Pastore (D-R.I.), Senator William Proxmire (D-Wis.), FCC Commissioner Abbott Washburn and former FCC Commissioner Nicholas Johnson.

These are the scheduled panelists for "The First Amendment Confrontation" session Monday afternoon (March 28). CBS commentator Eric Severeid will be keynote speaker for the two-hour First Amendment program, which also includes a debate between former FCC Commissioners Lee Loevinger of the Washington law firm, Hogan & Hartson, and Kenneth Cox of the Washington law firm of Haley, Bader & Potts.

Add to those FCC Chairman Richard

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Wiley, who will address a joint radio-TV luncheon Monday, and Communications Subcommittee chairmen from both houses of Congress, Senator Ernest Hollings (D-S.C.) and Representative Lionel Van Deerlin (D-Calif.)—and maybe House Speaker Thomas P. O'Neill (D-Mass.), although his appearance has not been confirmed yet.

There are more: Five former FCC chairmen will participate in a panel addressing issues in the news titled, "If I were the commissioner..." They are: E. William Henry, Dean Burch, Frederick Ford, Rosel Hyde and Newton Minow. The session is to be moderated by Sol Taishoff, editor of BROADCASTING.

The last is a session for TV managers and so is another, titled "TV's golden age—yesterday, today or tomorrow?" which includes Fred Silverman, president of ABC Entertainment, Grant Tinker, president of MTM Enterprises Inc., and Nancy Dockry, vice president, programming, William Morris Agency. Moderator will be Allen Ludden, president of Allen Ludden Productions.

Among topics for the TV workshops are equal employment opportunity, TV violence, cable television, TV ratings, TV and communications groups, the new copyright law, advertising, the fourth network, labor relations and syndication.

And for radio: EEO, radio ratings, radio communications groups negotiations, computers, promotion, AM stereo (a preview), filling out the short license renewal form, unions, ASCAP audits.

The radio program also features workshops put together by the Radio Advertising Bureau on rate cards, rate selling, sales promotion and selling in small markets.

## Paley passes some of the power to Backe

William S. Paley, chairman and chief executive officer of CBS Inc., has begun passing some of his duties as chief executive to John D. Backe, president and chief operating officer, Mr. Backe said last week.

At a meeting with security analysts, Mr. Backe was asked whether it was "fact or rumor" that Mr. Paley plans to step down as chief executive officer. When Mr. Backe was made president, Mr. Paley, who is 75, had said he intended to give up the CEO post after the annual meeting of CBS stockholders in April, but would continue as chairman (BROADCASTING, Oct. 18, 1976).

"It's rumor and fact that Bill Paley is going to step down," Mr. Backe replied to the security analyst. "I have no reason to believe that he is not going to step down."

"Bill and I have a very, very good working relationship, and he has been continuously passing on CEO duties to me over the past couple of months. Who he's going to name in the next three months I can't say, but he is definitely planning to step down."

## Ratings companies get another gripe over discrepancies

**KTVV(TV) Austin questions 30%-40% differences between Arbitron and Nielsen figures for that market**

Another complaint of wide discrepancies between the November sweep measurement reports of A.C. Nielsen Co. and Arbitron Television came last week from Al Howard, executive vice president and general manager of KTVV(TV) Austin, Tex.

Mr. Howard said he had written to both rating services enumerating instances of contradictory findings and concluding:

"There are many serious discrepancies between the two services in this book, but one trend seems to emerge. Channel 7 [KTBC-TV], the CBS affiliate, usually ends up with the same number of homes in both books. The big differences seem to show up in channel 24 [KVUE(TV), ABC affiliate] and channel 36 [KTVV, NBC outlet]. I would like to know why this is. I would like to know why sometimes Nielsen can give us 30% or 40% more homes in one half-hour and then in another half-hour the reverse is true.

"There is, without a doubt, something wrong and I would like to know what."

Mr. Howard's complaint followed one in a similar but more detailed vein by Walter M. Windsor, general manager of WFTV(TV) Orlando, Fla. (BROADCASTING, Feb. 7). Mr. Windsor said later that a Nielsen executive has made an appointment for Feb. 22 to present his company's response to the complaint, and that Arbitron has been asked to send a representative.

Mr. Howard said in his letter that he didn't intend to list "every time period and every show that I question," but that comparison of the two books will show "time and time again examples such as I am about to point out." Among these:

In the 6:30-7 p.m. access period, Mr. Howard said, "ARB gives channel 36 [KTVV] 15,000 homes and Nielsen gives us 19,000 homes. On the other hand channel 7 [KTBC-TV], the CBS affiliate, registers the same number of homes in both books and the difference for channel 24 [KVUE], the ABC affiliate, is slightly over 5% less in ARB than Nielsen."

Mr. Howard said "the greatest discrepancies I have found" are in 3:30-5 p.m. early fringe, "where much business is generated for the station." In this period, he said, "channel 7, the CBS affiliate, again has the same numbers in ARB and Nielsen... 19,000 homes. Channel 24, the ABC affiliate, has 15,000 in ARB and 13,000 homes in Nielsen, and again channel 36 takes it on the chin in ARB with 9,000 homes. However, Nielsen sees fit to give our station 15,000 homes, taking us from a poor third to a strong number two. In this time period one rating service

would allow us to charge another 35-40% for our spots."

Mr. Howard said he had examined Arbitron diaries for his market in Arbitron's Beltsville, Md., facility, and "found one area that particularly disturbed me, and that was that the head of household [age] skews heavily 50-plus.

"In one county the average head of household age in the diaries was 60, in another county 65, and in still another county 62, and so on down the line... It is inconceivable to me that an accurate television pulse can be taken from people in that age group when the over-all average is so much younger. In the Austin ADI 37.2% of the heads of households are under 35 and 28% are 35-54. I realize that it is difficult to get the younger people to keep diaries, but I feel both rating services must come up with a solution to a problem such as this."

Officials at the ratings services would not comment on the complaint until they had seen it.

## Advertising's effects on young to be studied

**Georgetown University schedules seminars to discuss subject**

Georgetown University Law Center in Washington will play host to a series of 11 evening seminars, beginning March 14, on "Selling to Children: Is there a Need for Public Intervention?" The sessions, partially funded by a \$125,000 Ford Foundation grant, will examine the impact of advertising on TV and in other media.

Participants and invited audiences will be drawn from various industry and academic sectors, with the core audience coming from federal agencies and congressional committees. The seminars, scheduled at four- to six-week intervals, will run until late spring next year and be held at various Washington locations.

The opening seminar, dealing with children's "special vulnerabilities" and the role of private and government organizations, will feature a panel including Thomas Swafford, National Association of Broadcasters' senior vice president for public affairs.

Other sessions will examine the business perspectives of the child in the marketplace (April 18); advertisement through the eyes of children (May 17); audiences and economics (June 13 or 14); industry's research; social science research; the role of the Federal Communications Commission; the role of the Federal Trade Commission; congressional responsibility, and policy alternatives for future planning. A meeting may be held to develop a policy statement.

Seminar planners anticipate that background papers and discussion summaries will be developed in book form, with edited audio and video recordings also made available. Participation in the seminars is by invitation only. Interested persons are asked to contact Professor Gerald

Thain or Judith Oldham at Georgetown University Law Center, 600 New Jersey Avenue N.W., Washington 20001, (202) 624-8000.

## Colgate joins the antiviolence movement

Company wants its agencies to prescreen program material

The Colgate-Palmolive Co., one of TV's leading customers, last week joined the growing ranks of advertisers publicly disassociating themselves from violence in television programing (BROADCASTING, Feb. 7, et seq.).

David R. Foster, chairman and chief executive officer, issued a three-point summary of Colgate's policy and operating procedure "for the guidance of television stations, television networks and the company's advertising agencies."

The summary:

■ "The Colgate-Palmolive Co. does not advertise its products in programs making gratuitous or excessive use of violence. This eliminates programs which include violence which is not necessary to the development of the program's characters or story line. It also eliminates those programs which, although some violence is an integral part of the story line, feature unnecessary violent details, brutality or suffering.

■ "The Colgate-Palmolive Co. does not advertise its products in programs which it considers to be antisocial or in bad taste, or which could stimulate antisocial behavior through viewer imitation.

■ "The Colgate-Palmolive Co. has charged its advertising agencies with the responsibility of prescreening any questionable program material and, if there is any doubt about a program's suitability, it is to be referred to Colgate for prescreening and decision."

## Canadian broadcasters will try to help reduce alcoholism

But they don't agree with government plan to limit time and budgets for beer and wine commercials

Canadian broadcasters have agreed to participate in a program to reduce alcoholism suggested by Minister of Health Marc Lalonde, but have rejected parts of the program.

Last July the minister asked broadcasters to decrease considerably TV and radio advertising of beer and wine. At that time, he delivered five proposals: (1) to enlist the participation of broadcasters in efforts to reduce alcohol-related health problems. (2) To add a statement to beer, wine and liquor bottles, packages and advertisements concerning the potential health hazards of alcohol. (3) To modify liquor-advertising practices by eliminating

so-called "life-style" messages, especially from beer commercials. (4) To restrict hours of broadcast advertising for beer, wine and hard cider to the latter part of the evening in order to reduce the over-all amount of alcohol advertising and to avoid times when children are presumed to be in the audience. (5) To limit budgets used for the promotion of alcohol.

The Canadian Association of Broadcasters now says it will participate in positive efforts to support the program, but it does not agree with all of the minister's proposals. The CAB said alcoholism is the problem, not broadcast commercials. "Our people are good citizens and they see that they can do more in the future in

public service broadcasts, tackling the basis of the problem—the misuse of alcohol," it said.

In a response to Mr. Lalonde, the CAB suggested: "It would be better to have commercials that promote moderation in drinking than to try to create ones with health warnings in them—an impractical and ineffective exercise." The CAB contended that beer, wine and cider commercials appear not to affect alcohol consumption but merely promote one brand against another. It also argued that "restrictions on Canadian broadcast advertising would not achieve an apparently intended goal because crossborder U.S. commercials would continue."

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**To no avail.** President Jimmy Carter spent \$8.6 million on broadcast advertising during his 1976 presidential campaign, and his opponent, former President Gerald Ford, outspent him by more than a million dollars. Figures recently released by the Ford and Carter campaign committees show, state by state, how the two organizations allocated their broadcast advertising funds during the general election. Democratic figures represent funds actually spent, while the Republican figures indicate budgeted funds.

New York leads the states with a total Carter outlay of \$756,539, about \$50,000 more than the Ford campaign spent there. Mr. Carter carried that state by 300,000 votes. In California, where Mr. Carter spent \$150,000 more than Mr. Ford, the former President managed to carry the state

by a relatively slim 100,000 votes.

The campaign committees are not required to present breakdowns according to individual state outlays, and the figures in the accompanying chart are estimates and not necessarily exact. Charlene Carl, vice president and media director of Rafshoon Advertising, Atlanta, which directed President Carter's campaign, expects her figures to be slightly high, but by no more than \$50,000 or so. Barry Lafer, director of finance for Mr. Ford's Campaign '76, says his totals could go quite a bit higher.

(D) or (R) beside a state name indicates which party carried it. The Republican figures for network expenditures and total broadcast are estimates based on figures supplied by Mr. Ford's campaign directors, John Dearthourff and Douglas Bailey (BROADCASTING, Jan. 3):

	Democrats		Republicans			Democrats		Republicans	
	TV	Radio	TV	Radio		TV	Radio	TV	Radio
Ala. (D)	\$65,183	\$22,608	\$48,100	\$12,200	N.H. (R)	—	—	—	—
Alaska (R)	—	—	—	4,000	N.J. (R)	—	\$35,401	—	\$6,600
Ariz. (R)	466	2,199	2,300	—	N.M. (R)	\$15,416	3,049	\$11,300	3,000
Ark. (D)	12,938	1,242	—	—	N.Y. (D)	686,637	69,902	612,700	95,000
Calif. (R)	595,514	185,393	544,500	87,700	N.C. (D)	77,122	31,187	50,000	15,900
Colo. (R)	28,452	2,073	—	—	N.D. (R)	—	—	9,600	3,200
Conn. (R)	39,385	1,169	54,000	17,100	Ohio (D)	355,694	74,337	259,700	58,400
Del. (D)	—	—	—	900	Okla. (R)	37,123	—	32,600	6,200
D.C. (D)	78,150	6,258	144,800	10,800	Ore. (R)	36,342	5,138	61,500	17,100
Fla. (D)	292,319	78,698	135,900	27,400	Pa. (D)	405,104	56,207	329,900	58,700
Ga. (D)	—	4,759	—	200	R.I. (D)	15,235	9,534	36,400	7,200
Hawaii (D)	9,928	—	9,300	5,400	S.C. (D)	47,095	17,666	44,800	8,000
Idaho (R)	—	—	—	—	S.D. (R)	5,321	—	6,800	5,300
Ill. (R)	253,789	67,093	278,000	48,700	Tenn. (D)	93,123	25,495	53,900	15,500
Ind. (R)	81,715	22,935	66,700	19,900	Tex. (D)	390,973	68,358	220,700	55,900
Iowa (R)	46,578	—	—	—	Utah (R)	—	—	—	—
Kan. (R)	9,775	—	—	—	Vt. (R)	6,150	—	—	—
Ky. (D)	27,218	21,971	26,500	5,700	Va. (R)	59,175	37,162	55,200	22,600
La. (D)	62,896	25,890	55,500	12,000	Wash. (R)	28,242	—	83,200	22,800
Me. (R)	15,804	—	—	—	W.Va. (D)	24,285	—	—	—
Md. (D)	56,064	21,481	67,500	15,300	Wis. (D)	81,052	41,756	67,500	18,700
Mass. (D)	85,150	1,200	—	2,200	Wyo. (R)	—	—	—	—
Mich. (D)	—	59,200	344,000	36,100	Totals (by state)	4,262,815	1,044,011	3,883,800	764,400
Minn. (D)	—	—	—	—	Networks	3,290,337	42,695	4,616,200*	235,600*
Miss. (D)	19,134	13,410	21,600	3,200	Total broadcast	7,553,132	1,086,706	8,500,000	1,000,000
Mo. (D)	112,815	31,240	130,400	28,800		\$8,639,858		\$9,500,000	
Mont. (R)	5,453	—	4,000	3,600					
Neb. (R)	—	—	—	—					
Nev. (R)	—	—	14,900	3,100					

\*BROADCASTING estimates

## Spot TV up nearly a third last year

It jumps 31% to \$2.2 billion; daytime biggest category gain

Spot-television revenues increased 31% in 1976, reaching \$2.2 billion from \$1.7 billion the year before, the Television Bureau of Advertising said last week on the basis of estimates compiled by Broadcast Advertisers Reports for 263 stations in 75 leading markets. TVB President

Roger D. Rice said "this makes spot television the fastest-growing ad medium compared with newspapers, magazines, radio and even network and local television."

Daytime spot TV registered the biggest percentage gain, rising 42% to \$511.5 million, according to TVB. Early evening was second with a 35% rise to \$592.7 million, and late night was third with 34% to \$447.0 million. Nighttime trailed with an 18% gain to \$677.4 million.

In dollars, early evening had the biggest gain, \$153 million, followed by daytime,

up \$151.6 million; late night, up \$113.5 million, and nighttime, up \$104.9 million. The 30-second commercial length became even more entrenched with a 36% increase that made it the vehicle for more than 80% of all spot dollars. The 60-second commercial represented 13% of the dollars and the 10-second message less than 3%.

## Advertising Briefs

**Mended ways.** Fourteen challenges to national advertising, including seven on television and radio, were resolved during January by the National Advertising Division of the Council of Better Business Bureaus. Modified or discontinued were radio commercial for Abraham & Straus department store (back-to-school campaign) and TV commercials for American Home Products, Whitehall Laboratories Division (acne medication); Excel Mineral Co. (cat litter); Kal Kan Foods (dog food); M. W. Kasch Co. (Shrinky Dinks oven-baked play item); American Home Products (Easy-Off window cleaner) and Helene Curtis Industries (shampoo products).

**TV service.** Leo Burnett U.S.A., Chicago, has formed television services division in its creative department. Gareth Bogaerde was named head of new division, which will review and supervise TV production

## "Charles Macatee has resigned as general manager of WMAL (AM) Washington"

(Fates and Fortunes, Broadcasting, January 31)

Actually the resignation is effective with the station's sale closing to ABC early in March. The sale is the largest single station sale transaction in AM-FM history, and it tops off a growth/success story in which I played a sales and general management part for 13 years. I'm now leaving this number one station because I want to go somewhere else and do it again.

## How about your station(s)?

If you can offer the salary and terms; (or station equity participation), I'd like to put my successful experience to work in your market. Let's talk about your station(s)'s performance and how I can help.

Contact: Charles Macatee, c/o WMAL Radio 63, 4400 Jennifer St., N.W., Washington, D.C. 20015, (202) 686-3053. OR 4927 Sedgwick St., N.W., Washington, D.C. 20016, (202) 363-6424. Thank you. Charlie Macatee

with emphasis on cost-control and production procedures.

**Appointment.** Edna DeCoursey Johnson, director of consumer services for Baltimore Urban League, has been appointed as public member of National Advertising Review Board. Author of books and articles on consumerism, Ms. Johnson is currently working on literacy project, helping selected group of adults learn to read by using marketplace as subject matter.

**Their man in Boston.** Knight Sales Inc., Boston, New England radio representative firm, has been named to represent Major Market Radio, New York, in that area. MMR recently opened branches in Dallas and Philadelphia and has representation in nine cities.

**Dealing ACEs.** Arbitron Radio has established small-market radio department to serve markets not regularly measured by Arbitron. In past year 275 small-market stations have bought Arbitron Radio ACE (Average Quarter-hour and Cume Estimates) Reports, customized market studies. Named to head new department, which is based in Beltsville, Md., are Penny Johnson, manager, Arbitron survey analysis, and Richard Glaspell, manager of client services.

## FM listeners increase

CBS Radio reports that an analysis of recent research indicates that the nationwide FM share of the total radio audience is "progressively increasing throughout the day and in all significant dayparts."

CBS Radio cited the RADAR XIV Spring/Fall 1976 survey, which shows FM's share of the nationwide radio audience at 41.5% (Monday-through-Sunday, total day, average-quarter-hour, persons, 12 and over). The comparable FM share was 39.6% in the fall 1975/spring 1976 RADAR.

Robert Cole, vice president, CBS owned FM stations, said the FM share "is strongest, and continues to increase, in the evening hours, 7 p.m. to midnight, Monday-through-Sunday, where it reaches 49.6%, an increase from 46.7%." He noted that on Sunday evening, 7 p.m. to midnight, the FM share of the total radio audience is 53.7%.

## M-G owned by employees

ASI Communications has sold McGavren-Guild-PGW Radio Inc., its national radio sales representative subsidiary, to M-G employees under an employee stock-ownership plan. McGavren-Guild will be owned by all employees, including Ralph Guild, president. Mr. Guild continues as chairman of ASI, which owns KFAC-AM-FM Los Angeles, KROY-AM-FM Sacramento, Calif., and KJTV(TV) Bakersfield, Calif. Broadcast Marketing System, a nonwired radio network, will continue under the ASI umbrella.

## Equipment & Engineering

### WARC: it appears 'basic interest' was protected

**Treaty is made for satellite signals to be beamed directly to homes; at present there will be no band assignments**

The International Telecommunication Union's WARC (World Administrative Radio Conference) '77 is over, with the delegates from 106 countries returning home from Geneva with the product of five weeks of heavy negotiations: a treaty providing for the employment of broadcast (direct to home) and fixed (conventional) domestic communications satellites in the 11.7-12.2 ghz band.

As for the technical aspects of the conference, the U.S., according to a State Department summary of the proceedings, emerged with its "basic interest" protected. Principally, that involves the agreement to permit direct satellites to share the 11.7-12.2 ghz band on an equal basis in Region II, which encompasses the Western Hemisphere.

The 4 mhz band, now used for domestic

satellite service, is running out of slots. And the FCC has already approved the application of a domestic system in the 11.7-12.2 ghz band—that of SBS, a consortium of the Communications Satellite Corp., IBM and Aetna Life Insurance Co.

What's more, officials count as a victory the avoidance of an "a priori" plan under which countries of Region II would be committed to specific assignments in a broadcast satellite system. The countries of Regions I (Europe and Africa) and III (Asia and the Pacific) agreed to such a plan, under which 947 television channels were parceled out among the countries (four or five in many cases; 55 in the case of the Peoples Republic of China) for the use of broadcast satellite systems.

FCC Commissioner Robert E. Lee, who headed the U.S. delegation to the conference, which ended on Feb. 13, said, "I think we came out OK. There is no [a priori] plan. That's what we wanted."

However, the avoidance may only be temporary. The U. S. was obliged to "accede," as one observer put it, to a conference of Region II countries in 1982, at which a "detailed" plan, as the State Department phrased it, will be considered. The plan would be concerned primarily with broadcast satellites, but problems of avoiding interference with fixed satellites would also figure in the discussion.

The U.S., with the support of Canada and Brazil, argued for an evolutionary

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plan, which would develop as satellites were launched and placed in operation as needed. They opposed an a priori, or pre-determined, plan on the ground that it would be unwise to lock in satellite assignments on the basis of technology that may be outmoded in five years. "In 1982, the technology will be different, and it may make more slots available," Commissioner Lee said. "We won't be frozen in to a system that might be out of date." Regions I and III, he said, "made a mistake."

Representatives of the less developed countries of South and Central America, however, were fearful that, under an evolutionary plan, available slots would be gone by the time they were ready to launch satellite systems. An a priori system would in effect hold spaces for them until they were ready to use them. That was the consideration that impelled the nations of Regions I and III to adopt an a priori plan.

One other plus that the U.S. claimed from the conference was an agreement from Region I to afford South American space services the same protection from interference they would otherwise receive from Region I's broadcast satellites. Region I will use improved antennas to reduce the unwanted radiation. The State Department called the protection that will be provided "significant though imperfect."

The treaty must be ratified by the Senate. But officials said that the FCC is free even before the 1982 conference to approve the launching of "experimental" broadcast-satellite and fixed-satellite systems if they meet international technical standards and if procedures for notifying other countries are observed.

Officials said U.S. requirements will be determined before the 1982 conference. They also said that the U.S. would seek to accommodate, in whatever plan is adopted, any systems that are launched in the next five years. Besides SBS, the U.S. and Canada are operating jointly a broadcast satellite, CTS, in the 11.7-12.2 ghz band, and Canada plans to place at least one broadcast satellite system in orbit in the band in the next few years.

For all its concern with broadcast satellites, the conference does not change U.S. policy on the subject. The 11.7-12.2 ghz band had already been allocated for broadcast satellites, but members of the U.S. delegation indicated they did not foresee any policy change that would provide for their use in this country, at least on a commercial basis.

Commissioner Lee said he assumes the first applications for direct satellite systems will come from the government—perhaps the Department of Health, Education & Welfare, in connection with efforts to advance an educational or health-care plan. He indicated such national systems would have little trouble winning FCC approval if they met technical standards.

But a commercial system, he made clear, would be another matter. The public interest standard of the Communications Act would be applied, he said, and a host of "policy questions," including those

dealing with the fate of local stations, would have to be resolved. "It will," he said, "create a great debate."

One broadcast industry observer who followed developments at the Geneva conference at close hand suggested that the fate of the present system—of local news, local weather and other local programming—is in the hands of the broadcasters. "As long as we do a good job with local service, we'll have this system," he said. "It depends on the service we provide, and the demand for the service."

The countries of Regions I and II present another story. They were interested only in the direct service of broadcast satellites because they do not have locally based broadcast systems.

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## AM stereo demonstrated at Washington hi-fi show

WMAL(AM) Washington demonstrated AM stereo at the Washington Hi-Fi Stereo Show in what J. B. McPherson, chief engineer of WMAL, believes is the first public display of AM stereo.

The system was built by Mr. McPherson and Assistant Chief Engineer Don Culp for the demonstration to spark public interest in the concept. The small-scale model consisted of a miniature transmitter located in the exhibit suite, transmitting an AM stereo signal to a standard component receiver with an AM stereo adapter.

People attending the exhibit were asked to comment on what they heard, and more than 1,500 favorable comments were submitted. Mr. McPherson said that the station plans to advise the FCC of the public's comments of the display. AM stereo systems are presently under study by the National AM Stereophonic Radio Committee which will report to the FCC soon.

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## WCVB-TV wants permission from FCC for ENG cueing via aural subcarriers

Having completed "exhaustive testing," Boston Broadcasters Inc., licensee of WCVB-TV there, is convinced that television stations can use subcarriers on their aural transmitters to cue and coordinate electronic newsgathering crews in the field without causing interference to other services.

With special authority from the FCC, WCVB-TV experimented with the subcarrier use for more than a year. Now, it has asked the commission to change its rules to permit the transmissions across the board. In general, broadcasters presently communicate with their ENG crews via remote pickups or auxiliary broadcast frequencies.

WCVB-TV recommended that the FCC assign the subcarrier frequency of 67 khz for ENG purposes. "No degradation whatever of the WCVB-TV visual or aural

**Who's to blame.** Bishop Clarkson Memorial hospital in Omaha has been experiencing problems with its electronic patient monitoring equipment. It has also noticed interference with its safety groundcheck routine, the reception of radio signals in ultrasonic monitoring devices and electrocardiographic (EKG) machines, erroneous readings on current testers and other problems. And it blamed the interference problems on KOOO-FM Omaha. In fact, the hospital filed an informal objection against the station's renewal application. The FCC last week rejected the objection and renewed the application, but only because it felt the record did not indicate KOOO-FM was to blame. It said it did not intend to appear indifferent to the seriousness of the matter, and would do whatever was necessary to alleviate the hazard. Thus, it said, if any evidence was developed indicating that KOOO-FM was to blame, the commission should be notified so that it could take appropriate action.

performance was noted during the course of the testing" at that frequency, the station maintained. The technical studies submitted with the rulemaking proposal also claim that equipment to operate the subcarrier on 67 khz is readily available. BBI explained that the necessary equipment is currently used with subsidiary communications authorization operations in FM service, and can easily be adapted for TV aural transmitters.

ABC, which has also had the go-ahead from the commission for similar experiments at its WABC-TV New York, plans to support BBI's request to allow such sub-carrier use.

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## Technical Briefs

**Biggest ENG customer.** NBC-TV became Sony Corp.'s largest buyer of electronic newsgathering equipment by purchasing \$1.3 million worth of U-matic VTR and editing equipment.

**Acquisition.** Fred Kornberg, president of Comtech Laboratories Inc., announced acquisition of R.F. Systems Inc., manufacturer of antennas for satellite and tropospheric scatter communications. R.F. Systems will operate as wholly owned subsidiary, retaining original name, but will relocate in Orlando, Fla. Al K. Fowler will continue as president of R.F. Systems.

**Preview.** Research Technology Inc. Skokie, Ill., has introduced Pulsar-IC 16mm automatic film inspection machine with built-in previewer, which shows both image and sound. Previewer is designed to show scratches at 400 feet per minute; longitudinal scratches and "rain" are visible at top viewing speed. Screen is 8 inches-by-5 inches.

**Monitoring.** Gorman-Redlich Manufacturing Co. Athens, Ohio, has new digital AM antenna monitor for stations that have

## CBS dashes PBS hopes to carry Carter's radio call-in show live

**Public and commercial TV stations can broadcast it on delay, however**

President Carter's call-in show that CBS Radio will broadcast live on March 5 (BROADCASTING, Feb. 14) will also be seen on the nation's public television stations—but not live. The White House had agreed to the Public Broadcasting Service's live television coverage, but CBS didn't. As a result, PBS will present a video tape of the 2-4 p.m. call-in show beginning at 5 p.m.

PBS had requested permission to televise the program live in connection with a number of suggestions it made to the White House for opening "channels of communication with the American people." The suggestions were contained in a telegram signed by Lawrence K. Grossman, president of PBS, and Ward B. Chamberlin Jr., president of WETA-TV Washington.

PBS officials last week said that late on the afternoon of Feb. 11, Barry Jagoda, special assistant to the President for media and public affairs, had called to say it was "OK" to do the proposed live telecast of the call-in show in progress.

There may have been a misunderstanding. Mr. Jagoda said last week, "I never said it was OK to do it live." He said he told PBS the event would be available for broadcast by others on radio and TV after it played on CBS Radio.

In any case, when Mr. Grossman checked with Richard Salant, president of CBS News, he found there were objections.

However, CBS will make the program available for television. A CBS camera will feed live pictures of the program to AT&T's Washington office, from which any broadcaster may tape them—so long as the material is held for release until the radio program is completed, and CBS is credited. CBS is also making an audio feed available for radio on the same basis.

And PBS has decided to tape the program for transmission one hour after the program ends, according to Gerry Slater, executive vice president of WETA-TV which does all of the Washington pick-ups for public broadcasting.

CBS News Senior Vice President Bill Small explained the CBS decision on the ground that the program—which will feature Walter Cronkite along with President Carter—will be a CBS radio network production. And CBS, he said, does not produce programs for other networks.

PBS officials, who early in the week thought the network would have a live camera in the Oval Office on March 5,

were disappointed. But they tried to put the best face on things. "This way we can get the pictures, and put them on for the second time around," said one official.

Mr. Grossman had no fault to find with CBS. He termed CBS's attitude "cooperative," and dismissed the incident as "no big deal." "If this were a real issue," he

Meanwhile, PBS's offer to provide President Carter with a vehicle for communicating with the public via television stands. Some of the ideas PBS has in mind are—as Mr. Small suggested they might be—fairly sophisticated. One involves the use of a split screen, in which the President would be seen in one half, a citizen with a question in the other.

"We are confident that a variety of program formats could be designed that would, simultaneously, help to open direct communications between you and the American people and also contribute to our goal of serving the people with independent broadcast journalism," Messrs. Grossman and Chamberlin said in their telegram.

The telegram is said to have angered some public television station managers, who saw it as an unbecoming effort to curry favor with the administration. A PBS spokesman said it was nothing of the kind. He said the offer was made in response to the President's stated desire to communicate with the public. "No President had ever said he'd like to do something like that," the spokesman said.

## Row grows over journalist's fee

**Writer-commentator Kinsolving expelled from Washington group in action that puts NBC's Valeriani and CBS's Kalb on opposite sides**

Lester Kinsolving, Episcopalian priest-journalist who writes a column appearing in 100 newspapers and does commentary for four AM and FM stations (WAVA-AM-FM Arlington, Va., WEBR(AM) Buffalo, and WRNL(AM) Richmond, Va.) is at the center of controversy in which two network correspondents are on opposite sides.

At issue is the decision of the Department of State Correspondents Association to expel Mr. Kinsolving for having accepted about \$2600 worth of stock from the South African government for speaking on its behalf at a number of stockholders meetings in the U.S. over a two-year period ending last May.

Although there are 350 members in the association, the vote to expel Mr. Kinsolving—who usually wears a clerical collar in covering the State Department and the White House and who has been described in the press as "brashly unorthodox"—was only 9-to-7.

A leading figure in pressing for expulsion was Richard Valeriani, of NBC, president of the association. Mr. Kinsolving last week said that Mr. Valeriani, who was traveling with Secretary of State Cyrus Vance

transmitter attended during hours of directional antenna operation. Monitor is 19-inch rack panel, three-and-half inches high, six-inches deep with power consumption of six watts. Weighing seven pounds, monitor can be mounted in console and has LED display with continuous display of phase sign.

**Sony-Thomson deal.** Sony Corp. has signed three-part contract with Thomson-CSF, French electronics conglomerate, for manufacture and distribution of broadcasting video recorders and cameras. Agreement calls for Thomson to distribute under its label Sony's one-inch helical video tape recorder in countries using SECAM and PAL color systems, and to distribute in those countries Sony's three-quarter inch U-matic VTR. In addition, Sony will manufacture in Japan Thomson-developed Microcam portable camera. Thomson is company chosen by Russians to supply broadcast equipment for 1980 Olympic games in Moscow.

**Moving.** Paperwork Systems Inc.'s new address is 1609 Broadway, Bellingham, Wash. 98225. PSI has new version of its BAT 1500 system that now includes two cartridge disk storage units, designed to provide up to three times speed as old model in certain operations. Package is same physical size, and price is almost equal.

## Hotline goes satellite

The Washington-to-Moscow "Hotline" emergency communications link, a system of undersea cables, radio links and land lines, is being replaced by satellites. The Direct Communications Link, an earth station with two separate circuits, has been built exclusively for that purpose at Fort Detrick, Md., near Washington.

One circuit, linked to the earth station at Fort Detrick, uses four Soviet Molniya satellites which are in highly elliptical orbits around the earth. Messages are sent from Fort Detrick and bounced off whichever of the satellites is visible to both the U.S. and the U.S.S.R. to earth station reflectors at a similar system in Moscow. The other circuit, used as a backup system, transmits from a Comsat terminal at Etam, W.Va., to an Intelsat satellite.

Cables from the earth stations feed respectively to the Pentagon and the Kremlin, to the same command centers which have been used since the Hotline was originated in 1963. The system remains a teletype operation, relying on printed rather than spoken words to insure accuracy in translation.

The \$15-million system was built by the Harris Corp., Cleveland, electronic systems division, commissioned by the U.S. Army Communications Command at Fort Huachuca, Ariz. The Seventh Signal Command at Fort Ritchie, Md., is responsible for the operation, which is completed but has been in the testing stages since December 1975.





**Yanqui, si.** CBS News Correspondent Bill Moyers (r) interviews Cuban Premier Fidel Castro for a *CBS Reports* story on the Bay of Pigs. Having been informed of a statement by U.S. Secretary of State Cyrus Vance that the U.S. may be ready to improve relations with Cuba, the premier turned the interview into a two-hour conversation on the history of the troubled relations between Cuba and the U.S. and prospects for detente. A segment of that conversation was broadcast on the *CBS Evening News With Walter Cronkite* on Feb. 9.

in the Middle East, "apologized" to his attorney for having failed to notify Mr. Kinsolving of the meeting at which he was expelled.

One of the opponents of the expulsion move was Marvin Kalb, of CBS, a former president of the association. He felt strongly enough to resign from the association in protest.

To Mr. Kalb, a double standard is being

applied. "So many people in the association are technically in violation," he said. "Why take it out on one person." He said it was "not fair or judicious decision."

The rule in question says members are not permitted to take money from a government. Yet, Mr. Kalb noted, the Tass correspondent earns his entire income from the Soviet government, while a number of members have taken fees from the U.S. Information Agency and the BBC.

Mr. Kalb said he understood the association is in the process of revising the guidelines as a result of the Kinsolving affair. However, he said that's "putting the cart before the horse."

"We should change the guidelines and then apply them to everyone."

The expulsion from the correspondents' association does not restrict Mr. Kinsolving from covering the State Department. But Mr. Kinsolving may lose his accreditation to the Senate and House press galleries, and that would hamper his coverage of Congress.

The Standing Committee of Correspondents, which controls membership in the two galleries, has voted, 4-to-0, to withhold new credentials for Mr. Kinsolving while it considers charges he violated gallery rules in accepting South African government money. Mr. Kinsolving's present credentials are valid until Feb. 28.

## Journalism Briefs

**Meet the Press Jr. American News Forum**, with journalism students interviewing national newsmakers, has begun on non-commercial WGTB-FM Washington. Upcoming interviewees include Reid Irvine of Accuracy in Media. Gene Valentino, former Mutual and NBC newsman, is producer and moderator of show.

**And in Canada.** Canadian government (Liberal Party) has proposed, broadcasting parliamentary debates on television. Some opposition party members (Progressive Conservative Party) say advent of television in house will bring about demise of current government when Canadian people see it in action. Another opposition party (New Democratic Party) says it will support motion in order to get it out of way so house can "deal with more pressing matters."

**Carter check-up.** NBC Radio Network is presenting two series dealing with new administration. Tom Pettit, NBC news correspondent, and Douglas Kiker, chief political correspondent, anchor series from Washington dealing with President Carter's first 100 days in office, which began Feb. 7 at 12:30 p.m. Three-minute programs replaced *Viewpoint: East/West*, with Mr. Pettit and Jack Perkins. NBC's second program dealt with major problems facing Carter administration and was included within *Newsline* broadcasts at 10:30 a.m. They ran two-three minutes, starting Feb. 7, for three weeks, with Don Doak as host.

## Finance

# CBS wants to be number one again, sets 1978 as target

**Schneider and Backe want TV network back on top in a year, are pleased with 1976 finances, think TV still offers an ad value, call CBS Radio profitable and stable**

CBS-TV, out of first place in prime time this season for the first time in two decades, has set "the early part of 1978" as its target time for regaining the leadership, John A. Schneider, president of the CBS/Broadcast Group, said last week.

"We will not be in first place this year and will not be in first place, very probably, in the fall," he said in response to questions at a CBS meeting with security analysts in New York last Tuesday. "The momentum of ABC is such that they will be hard to catch in September. I do believe we have a chance of regaining first place in the early part of 1978. That's our goal. We are planning for it."

Mr. Schneider, pushed to explain CBS's "problem" in prime time this year, said first that "the problem in prime time is that more people are looking at ABC than at CBS." Then he said that "a lot" of CBS programming had gotten old but wasn't "bad enough to cancel," and that "we didn't have the horses in program development," but that "we've got our management act together and I think you'll be seeing the results very shortly."

John D. Backe, president of CBS Inc., who presided over the wide-ranging session but let the CBS operating group heads field questions about their areas, observed at one point that "we didn't have enough inventory when we needed it. We're filling up the pipeline again and [it] will be full by summer or early fall."

In his prepared remarks Mr. Backe also reported that CBS-TV "significantly broadened its program development efforts in 1976, generating the largest pilot production schedule we have had and spanning, creatively, a very broad spectrum of program types. In 1977 we will maintain our heavy emphasis on this crucial area."

Both Mr. Backe and Mr. Schneider stressed that, despite CBS's loss of the prime-time lead, its leadership in most other day-parts has kept it the most-watched network on a total-day basis.

Mr. Backe noted that CBS set new sales and income records in 1976 with all four operating groups also setting new records and with the CBS/Broadcast Group leading the way with a 25% increase in income on a 20% rise in sales (BROADCASTING, Feb. 14).

The CBS economics and research department anticipates a 12% increase in

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## Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Current and change				Per Share	Year earlier		
		Revenues	% Change	Net Income	% Change		Revenues	Net Income	Per Share
Columbia Pictures	6 mo. 12/25	174,545,000	- 1.2	21,908,000 <sup>1</sup>	+140.0	2.48	176,660,000	9,116,000	1.06
Communications Satellite	Year 12/31	153,849,000	+ 7.7	38,271,000	- 17.3	3.83	142,581,000	46,243,000	4.62
Conrac	Year 12/31	121,944,000	+34.8	5,322,000	+ 49.2	3.22	90,427,000	3,567,000	2.37
Dun & Bradstreet	Year 12/31	602,790,000	+ 9.1	47,752,000	+ 14.1	1.80	552,069,000	41,850,000	1.58
Gannett	Year 12/26	413,264,423	+15.3	48,010,032	+ 23.8	2.22	358,172,153	38,761,703	1.80
Grey Advertising	Year 12/31	343,663,000	+19.7	3,593,000	+ 67.4	3.62	328,784,000	2,146,000	1.79
Interpublic Group	Year 12/31	203,121,000	+14.1	10,735,000	+ 35.6	4.50	177,991,000	7,918,000	3.45
Jefferson-Pilot	Year 12/31	542,319,000	+13.8	89,030,000	+ 16.6	2.87	476,164,000	59,164,000	2.46
Liberty Corporation	Year 12/31	166,336,000	+12.4	19,716,000	+ 34.6	2.86	147,960,000	14,641,000	2.13
McGraw-Hill	Year 12/31	589,764,000	+ 9.9	40,463,300	+ 22.1	1.64	536,475,000	33,121,000	1.35
Shering-Plough	Year 12/31	871,537,000	+ 9.8	157,094,000	+ 13.1	2.91	793,275,000	138,891,000	2.57
Time Incorporated	Year 12/31	1,038,242,000	+14.0	67,093,000	+ 48.9	3.32	910,659,000	45,051,000	2.26
Times Mirror	Year 12/31	975,640,000	+20.9	89,513,000	+ 47.1	2.05	806,966,000	47,240,000	1.40
Wometco	Year 1/1	202,167,000	+11.8	15,230,000	+ 31.1	1.65	180,677,000	11,815,000	1.26

<sup>1</sup>Includes gain of \$14,854,000 on sale of music publishing division for \$23.5 million cash on Aug. 21, 1976.

network revenues generally in 1977 and 15% rises in both national spot and local, Mr. Backe said, adding that "the outlook for 1978 is also for good growth in all three areas." Mr. Schneider said the CBS-TV network expects to exceed by "a point or two" the 12% rise projected for networks generally in 1977.

He was questioned about what CBS-TV might do to protect its profit margin if revenues advanced by only 10%. There are several options for reducing costs, Mr. Schneider said, including a reduction in the number of specials and—though he said later it would be "silly" to do this—a cutback in program development. In any case, he said, if revenues are running below expectations as the year gets older, "you cut the cloth to fit the sails."

"If things are bad," he said at another point, "you can ask the affiliates to share your burden—but it's not bloody likely they'll accept it."

Mr. Schneider said in answer to another question that CBS has no present plan to increase commercial time or introduce shorter commercial units and in fact has had "no appreciable serious discussions" of changing the present commercial structure. Advertisers, he added, "seem to be speaking out of both sides of their mouths" when they complain about "clutter" and yet want more commercial time.

He said he believed the CBS Radio network has more revenues than any other radio network. Its news-and-information network is "profitable and very stable," he said, and its drama network is profitable to the extent of "several hundred thousand dollars pre-tax." The CBS-owned AM stations, all but one of which are all-news, are profitable, he said, and the CBS-owned FM stations moved into the black, as a group, in 1976.

Asked about the FCC's pending network investigation, Mr. Schneider said that "we don't see it as a clear and present danger to any of our businesses." CBS, he said, will cooperate as fully as it is asked to do.

He expected CBS-owned TV station

revenues in 1977's first quarter to be substantially higher than in the first quarter last year even though, he said, many retailers "bailed out" during the extremely bad weather of the first few weeks.

CBS's capital spending in 1976, Mr. Backe said, rose to \$46 million from \$32.3 million the year before, primarily because of "a major expansion of CBS Television City, which is our video tape production facility in Los Angeles," and "various Records Group projects." For this year, he said, another increase is expected, much of it in broadcast equipment.

### Record year for Storer

Storer Broadcasting, Miami Beach, announced record earnings from continuing operations for the fiscal year ended Dec. 31, 1976, that totaled \$14,729,000, up 96.6% over 1975's \$7,491,000.

Net income was \$2,588,000 (\$3.80 per share), up 72% over 1975 earnings of \$1,313,000 (\$2.11 per share) and net revenues were \$127,348,000, up 25.9%. Broadcast-station revenues amounted to \$108,924,000, 85.5% of the net revenues, and cable operations contributed

\$14,395,000, 11.3%.

Profit from broadcast station operations was \$26,371,000, 86% of the company's total profit of \$30,655,000. Cable profits were \$2,900,000, 9.4% of the total 1976 profit.

### Finance Briefs

**Random talk.** RCA and Times Mirror Co., publisher and broadcaster, reported they were negotiating for possible acquisition of RCA's Random House publishing division by Times Mirror, already major publisher of books as well as *Los Angeles Times*, *Dallas Times Herald* and other newspapers and owner of KDFW-TV Dallas and KTBC-TV Austin, Tex.

**Gain at Times.** New York Times Co.'s broadcasting stations (WREG-TV Memphis, WQXR-AM-FM New York) had 1976 pretax earnings of \$2,870,000, up 48% from 1975, on revenues of \$8,782,000, up 19%. Company as whole reported \$22,327,000 in net income, gain of 75%, on \$445,685,000 in revenues, up 14% with income from continuing operations at \$19,403,000, gain of 55%.

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# The Broadcasting Playlist™ Feb 21

## Contemporary

Over-all-rank	Last This week	Title (length)	Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	<b>Torn Between Two Lovers</b> (3:40)	Mary MacGregor—Ariola American/Capitol	1	1	1	1
2	2	<b>New Kid in Town</b> (5:02)	Eagles—Asylum	3	2	2	2
4	2	<b>Blinded by the Light</b> (3:48)	Manfred Mann—Warner Bros.	2	3	3	3
12	4	<b>Enjoy Yourself</b> (3:24)	Jacksons—Epic	8	4	4	4
3	5	<b>Hot Line</b> (2:59)	Sylvers—Capitol	4	5	5	7
8	6	<b>Year of the Cat</b> (4:32)	Al Stewart—Janus	5	6	8	5
9	7	<b>Love Theme From "A Star is Born" (Evergreen)</b> (3:03)	Barbra Streisand—Columbia	7	9	7	10
14	8	<b>Night Moves</b> (3:20)	Bob Seger—Capitol	6	10	9	11
5	9	<b>Carwash</b> (3:18)	Rose Royce—MCA	12	7	6	6
10	10	<b>Fly Like an Eagle</b> (3:00)	Steve Miller Band—Capitol	9	11	10	9
7	11	<b>Weekend in New England</b> (3:38)	Barry Manilow—Arista	11	8	12	8
17	12	<b>I Like Dreamin'</b> (3:29)	Kenny Nolan—20th Century	10	13	11	15
6	13	<b>I Wish</b> (4:12)	Stevie Wonder—Tamil/Motown	13	12	16	14
18	14	<b>Dancing Queen</b> (3:50)	Abba—Atlantic	14	16	15	12
19	15	<b>Go Your Own Way</b> (3:34)	Fleetwood Mac—Warner Bros.	15	15	13	13
11	16	<b>You Make Me Feel Like Dancing</b> (2:48)	Leo Sayer—Warner Bros.	17	14	17	16
15	17	<b>Dazz</b> (5:35)	Brick—Bang	16	17	14	19
22	18	<b>Don't Leave Me This Way</b> (3:35)	Thelma Houston—Tamil/Motown	18	18	20	20
23	19	<b>Things We Do for Love</b> (3:32)	10 cc—Mercury	20	21	18	17
26	20	<b>Carry on, Wayward Son</b> (3:26)	Kansas—Kirschner/Epic	23	23	19	18
16	21	<b>Lost Without Your Love</b> (2:56)	Bread—Elektra	22	19	21	21
24	22	<b>Rich Girl</b> (2:23)	Hall & Oates—RCA	19	20	22	23
13	23	<b>Walk This Way</b> (3:31)	Aerosmith—Columbia	24	22	23	24
29	24	<b>Don't Give Up on Us</b> (3:30)	David Soul—Private Stock	21	24	25	25
30	25	<b>Long Time</b> (3:03)	Boston—Epic	28	29	24	22
31	26	<b>Maybe I'm Amazed</b> (3:13)	Wings—Capitol	25	27	26	27
25	27	<b>Isn't She Lovely</b> (6:33)	Stevie Wonder—Tamil/Motown	30	25	27	28
36	28	<b>Do Ya</b> (3:45)	Electric Light Orchestra—United Artists	26	28	28	29
32	29	<b>Boogie Child</b> (3:30)	Bee Gees—RSO/Polydor	29	30	29	31
21	30	<b>After the Lovin'</b> (3:50)	Engelbert Humperdinck—Epic	27	26	33	38
33	31	<b>Crackerbox Palace</b> (3:52)	George Harrison—Dark Horse/Warner Bros.	31	33	30	30
27	32	<b>Hard Luck Woman</b> (3:29)	Kiss—Casablanca	39	31	31	26
28	33	<b>Tonight's the Night</b> (3:55)	Rod Stewart—Warner Bros.	32	36	32	35
35	34	<b>The First Cut Is the Deepest</b> (3:19)	Rod Stewart—Warner Bros.	35	32	34	32
40	35	<b>Bite Your Lip (Get Up and Dance)</b> (3:37)	Elton John—Rocket/MCA	36	34	36	34
37	36	<b>Jeans On</b> (2:26)	David Dundas—Chrysalis	33	38	35	40
—	37	<b>Say You'll Stay Until Tomorrow</b> (3:30)	Tom Jones—Epic	34	37	37	37
20	38	<b>You Don't Have to Be a Star</b> (3:40)	Marilyn McCoo & Billy Davis Jr.—ABC	38	39	38	36
39	39	<b>Stand Tall</b> (3:20)	Burton Cummings—Portrait/CBS	*	35	*	33
—	40	<b>At Midnight (My Love Will Lift You Up)</b> (2:55)	Rufus featuring Chaka Khan—ABC	37	*	39	*

## Playback®



**Hall + Oates=hits.** *Rich Girl* (RCA), latest single from Daryl Hall and John Oates, is proving no exception to that duo's list of successes. After its debut three weeks ago, *Rich Girl* moves to number 22 on "Playlist" this week. "It's catchy and certainly their most unusual single," says Bob Harlow of KERN(AM) Bakersfield, Calif. **How two do it.** Hall and Oates's sound, says Stu Ginsburg of RCA, is "heavily influenced, but not led by, Philadelphia rhythm and blues. They got their start there as a folk act and evolved their music to what it is today." Their musical formula combines R&B with a progressive style and the result is success. Four gold records in one year prove it: the albums *Abandoned Luncheonette*, *Daryl Hall and John Oates*, *Bigger Than Both of Us* and the single, *Sara Smile* from the *Daryl Hall and John Oates* LP. After almost a decade together, Hall and Oates have the "knack of what it takes" for commercial success, says Lorraine Winegar of KRSP(AM) Salt Lake City. But it took a while for the ice to break. *Sara Smile* was their first hit single, and that was just one year ago.

## Country

Over-all-rank	Last This week	Title (length)	Artist—label	Rank by day parts			
				6-10a	10a-3p	3-7p	7-12p
1	1	<b>Near You</b> (2:21)	George Jones & Tammy Wynette—Epic	1	1	1	1
6	2	<b>Ridin' Rainbows</b> (2:40)	Tanya Tucker—MCA	3	2	4	2
10	3	<b>Say You'll Stay Until Tomorrow</b> (3:30)	Tom Jones—Epic	2	6	3	3
3	4	<b>Moody Blue</b> (2:48)	Elvis Presley—RCA	4	3	5	8
4	5	<b>Let My Love Be Your Pillow</b> (3:14)	Ronnie Milsap—RCA	5	5	8	5
8	6	<b>Saying Hello, Saying I Love You, Saying Goodbye</b> (2:28)	Jim Ed Brown & Helen Cornelius—RCA	8	4	2	6
2	7	<b>Don't Be Angry</b> (3:02)	Donna Fargo—ABC/Dot	6	11	9	4
7	8	<b>Liar One, Believers Zero</b> (2:39)	Bill Anderson—MCA	9	8	7	12
14	9	<b>If Love Was a Bottle of Wine</b> (3:14)	Tommy Overstreet—ABC/Dot	7	9	6	15
5	10	<b>Crazy</b> (3:53)	Linda Ronstadt—Elektra/Asylum	12	7	10	19
9	11	<b>Uncloody Day</b> (3:03)	Willie Nelson—Columbia	10	10	11	11
22	12	<b>Torn Between Two Lovers</b> (3:40)	Mary MacGregor—Ariola American/Capitol	11	12	12	7
25	13	<b>Heart Healer</b> (2:31)	Mel Tillis—MCA	13	13	15	9
17	14	<b>Desperado</b> (3:16)	Johnny Rodriguez—Mercury	14	14	14	14
19	15	<b>Why Lovers Turn to Strangers</b> (2:49)	Freddie Hart—Capitol	15	18	13	17
—	16	<b>There She Goes Again</b> (3:01)	Joe Stampley—Epic	16	17	17	16
—	17	<b>Two Less Lonely People</b> (2:44)	Rex Allen Jr.—Warner Bros.	19	16	16	18
—	18	<b>Southern Nights</b> (2:58)	Glenn Campbell—Capitol	24	15	19	13
20	19	<b>Whispers</b> (2:37)	Bobby Borchers—Playboy	17	20	18	24
—	20	<b>24 Hours from Tulsa</b> (3:13)	Randy Barlow—Gazelle	18	22	20	19
—	21	<b>New Kid in Town</b> (5:02)	Eagles—Asylum	25	19	21	*
—	22	<b>The Movies</b> (2:59)	Stalter Bros.—Mercury	20	*	24	20
13	23	<b>You Never Miss a Real Good Thing</b> (3:47)	Crystal Gayle—United Artists	21	22	*	*
—	24	<b>She's Just an Old Love Turned Memory</b> (2:33)	Charley Pride—RCA	*	24	23	22
24	25	<b>Two Dollars in the Jukebox</b> (2:22)	Eddie Rabbitt—Elektra	23	23	*	25

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 and for the part of the day at which it appears. A (▲) indicates an upward movement of five or more chart positions.

## NCTA board approves \$1-million budget

**Amount is increase over last year so that special research projects on Communications Act and Bell bill can be undertaken**

A \$1,630,000 budget for 1977-78 was approved last week by the National Cable Television Association's executive board which met in Port St. Lucie, Fla. (BROADCASTING, Feb. 14), to consider a number of items in advance of its annual convention April 17-20 in Chicago.

The budget, which now must be approved by the members at the convention, was offered in a balanced version of about \$1.5 million and one with about \$150,000 worth of extras. Most of this additional money was OK'd and was allocated for various special outside research projects NCTA may want to undertake on issues including the Communications Act rewrite and the Bell bill. That \$1.63 million figure is up from the 1976-77 budget of \$1,505,490. The board also approved a \$10,000 start-up grant for the new minority cable group, the American Association of Cable TV Operators (BROADCASTING, Dec. 20, 1976).

New board officers elected are: Daniel Aaron, Comcast, chairman; Robert Hughes, CPI, vice chairman, Edward Allen, Western Communications, secretary, and John Malone, Tele-Communications Inc., treasurer.

By-law changes agreed upon by the board and now up for member approval include:

- A change in the dues structure for systems in the 30,000-175,000 subscriber range that would lower the rates. It was felt that this group of systems was paying a disproportionate share. It is hoped the change will attract more systems in this range which had not joined because of the present dues structure. Systems with more than 175,000 subscribers will pay an increased amount.

- Changing dues for associate members (mostly equipment firms) from a flat \$500 fee to a sliding scale ranging from \$250 and up depending on the companies' sales.

- Allowing the chairman to run for a second consecutive term.

The board also gave its approval to NCTA's filing opposition to the Bell bill and discussed NCTA positions to be presented at the convention on the Communications Act rewrite and government loans to rural cable systems.

### Too much tax

The FCC has denied the New York State Commission on Cable Television reconsideration of a 1976 ruling that found part of a state law authorizing the CCT to col-

lect a fee from cable systems inconsistent with FCC rules.

The commission ruled that when the state fee, combined with local franchise fees, exceeded the commission's limit on local franchise fees, which is 3% (although the FCC will in some cases allow up to 5%), it is illegal.

The CCT had contended that since some grandfathered systems were paying franchise fees in excess of the limit, which was set in 1972, it should be allowed to impose its fees on those grandfathered systems. CCT said such systems weren't yet under the FCC's fee jurisdiction.

The grandfathered systems will have to come into compliance by the end of March with the fee limit, the FCC noted.

## A finding against cable deregulation

**Study for OTP maintains there's no basis as yet for such action, sees CATV as affecting TV's hold**

Six economists retained by the Office of Telecommunications Policy have produced a report summarizing the extent of knowledge on the likely effect on broadcasting of deregulating cable television. Their bottom line: Existing knowledge is insufficient to support a decision to deregulate.

But the authors—S. M. Besen, B. M. Mitchell, R. G. Noll, B. M. Owen, R. E. Park, and J. N. Rosse, all of Stanford University—do reach some conclusions on the basis of existing information. Among them: Cable television is not likely to drive conventional television out of business in the foreseeable future. But it does threaten television's "monopolistic position," and more competition would result in a drop in television's profits and, consequently, the value of television licenses.

The study was commissioned in response to a request by Paul MacAvoy, co-chairman of the White House committee on regulatory reform under President Ford, who urged academics and other specialists to fill what he said was a gap in knowing what the deregulations' effects are.

The authors, before proceeding with their findings, expressed a "sense of futility" in undertaking the project because "of the burden of proof placed on policy research in the broadcast area."

They say that "even in the case of regulated industries, the burden of proof has not always been put on proponents of innovation. So far as we know, proponents of television were not compelled to establish that social benefits exceed costs in the early post-war period."

## Ethnic waivers granted for WGPR-TV carriage

WGPR-TV Detroit, the only black-owned-and-operated television station in the continental U.S., will be getting increased exposure in several Michigan and Ohio communities.

The FCC has granted the requests of two cable system operators—Gerity Broadcasting Co., Adrian, Mich., and Buckeye Cablevision, Toledo, Ohio—to add WGPR-TV ethnic programming, although both already carry the maximum number of independent stations permitted by commission rules. The commission, however, limited carriage to specific ethnic programs, rather than allowing use of the station's full schedule.

## Cable inroads are deep in Canada

**Although there's no pay yet, penetration is about to hit the 50% mark; two officials of the CCTA talk how CATV life differs with our neighbors to the north**

Except for such domestically oriented issues as deletion of commercials from U.S. TV signals by Canadian cable systems, CATV development in the neighboring country goes largely unnoticed here. But the fact is, cable in Canada is about to tip the balance: It's expected to penetrate

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Lind

more than 50% of television households.

In a visit to Washington, Philip Lind and Michael Hind-Smith, chairman and president, respectively, of the Canadian Cable Television Association, talked about the status of the cable industry there and where it's headed in the near future.

According to Mr. Hind-Smith, as of Jan. 1, cable TV served in excess of three million subscriber homes. That is just under 50% of the total homes in the country (cable has about 15% penetration here) and CCTA expects it to top the 50% mark soon. In fact, the association's theme for its annual convention this year is "The New Majority."

The average subscriber cost in Canada is \$6 per month. Converters are available either from the cable system for an extra \$3 per month or can be purchased at department stores for a one-time fee of around \$100.

Those three-million-plus subscribers are served by about 400 cable systems. Of those, around 300 are members of CCTA but serve 98.5% of all cable homes.

Pay cable in Canada does not yet exist, but last June the Minister of Communications, Jeanne Sauve, said pay was inevitable and the chairman of the Canadian Radio-Television and Telecommunications Commission has called for hearings in May. In anticipation of pay cable, a number of cable people have formed a company called Pay Television Network

Ltd. According to Mr. Lind, one of the members, the model pay system devised by PTN to be presented at the hearing, "suggests that with a 20%-30% degree of penetration we can create a minimum of \$80 million into a Canadian programing production pool over a five-year period. We could use that to create programing that would be marketable both in our country and abroad." Most broadcasters, said Mr. Lind, seem opposed to the idea. Mr. Hind-Smith agrees: "In Canada, as in the U.S., there have been some unreasoning fears about the impact of cable. We've tried hard to say that our objectives and commitments to the broadcasting system of the country are not greatly different from those of the broadcasters."

Both sides realize that there are issues and goals common to CCTA and the Canadian Association of Broadcasters. The two groups are setting up regularly scheduled joint meetings with both staff and senior executives. Mr. Hind-Smith said: "We've tried very hard to seek reconciliation with the broadcast industry and the broadcasting association. I think we've established good relations."

One item of joint concern was the controversial practice of Canadian cable systems' deleting commercials from programs they import from American stations. This caused a great deal of outrage from U.S. broadcasters and is no longer allowed. Instead, the government has two alternatives to try and repatriate the estimated \$20 million spent by Canadian firms on advertising on U.S. stations. The first was Bill C-58, a new law that allows a tax deduction for advertising on Canadian stations, but denies deductions for ads in U.S. media. This is combined with the second plan, known as simultaneous program substitution, about which CCTA is enthusiastic. This is how it works: If at the same time an American station is broadcasting the same U.S. program that has been licensed in Canada, the cable system must honor a request by the Canadian station to substitute the local for the distant version. "It has been phenomenally successful in terms of repatriating local audience," said Mr. Lind. "On a major American program in Toronto, such as *Kojak*, we can return to the local station



Hind-Smith

between two million and three million viewers," he said.

Last fall in Toronto, added Mr. Hind-Smith, "65 hours of programing were simultaneously substituted at the request of broadcasters. The average increase of the local television audience was 85% in daytime and 65% in nighttime. The assumption is that with the increased audience, the broadcaster will be able to charge more to advertisers and ultimately, he'll be able to spend more on Canadian resources."

"Deletion is a nonissue," said Mr. Hind-Smith. "We think it's the least effective and the clumsiest way of achieving the objective. We welcome the fact that the government now agrees. The other two methods that are in place and working should be given an extended opportunity to prove out." Commercial deletion was, he added, "a CRTC policy not sanctioned by law" and, he added, "an unnecessary irritant in good relationships between the two countries."

Cable operators in Canada and the U.S. have some similar worries. One of the most important actions coming up in Canada, according to the CCTA, is a governmental "sorting out" of the policy-making and regulatory process shared by the CRTC and the Department of Communications. This is somewhat comparable to the Communications Act rewrite here. "Prior to this," said Mr. Lind, "both regulatory and policy matters had been the responsibility of the CRTC. The Minister of Communications would like to have a lot of impact on the regulatory side, while the interpretation side she sees for the CRTC."

There has to be a decision made, said Mr. Hind-Smith, as to "what is broadcast policy and what kind of impact the government has directly in forming policy. It thereby tends to limit the role of what was an independent regulating authority but with policy-making functions." There is expected to be new legislation in the next two months.

Another of the initiatives of the Minister has been to attempt to settle the federal/provincial government rate-jurisdiction battle. According to Mr. Lind, the minister is supporting provincial control. Cable does not. "We are, as an industry, four-

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square for federal regulation," Mr. Lind said. "We believe we should be regulated by one group rather than by a whole host of groups."

A related development is the role of the telephone companies concerning cable. In an agreement between Manitoba and the minister, that province's cable hardware, including drops, is owned by the provincially owned phone company. "We are, to put it mildly, at odds with the minister," said Mr. Lind, because of the preservation of federal jurisdiction and the imperative nature of plant ownership."

## Cox-Cox Cable merger back to drawing board

The merger proposed by Cox Broadcasting Corp. with Cox Cable Communications last month (BROADCASTING, Jan. 24) has hit a snag.

Cox Broadcasting announced last week that it was "re-evaluating" its offer of 0.61 share of its common stock for each share outstanding—approximately 1,560,000—of Cox Cable stock. Those shares represent 43.9% of the cable firm's shares that are commonly held. Cox Broadcasting already owns the remaining 56.1%.

According to Clifford M. Kirtland, president of Cox Broadcasting, "It became apparent that the terms offered were not feasible." Mr. Kirtland said that discussions are continuing with Cox Cable on a revision of the terms or, possibly, abandoning the merger.

Both companies postponed their shareholder meetings that had been scheduled for next month to consider the proposal and said they would be rescheduled when an agreement was worked out, hopefully in the next few weeks.

Cox Broadcasting stock, traded on the New York Exchange, closed last Thursday (Feb. 17) at 31½. On the American Exchange, Cox Cable closed at 19.

### Cable Briefs

**New owner.** Acton Corp., cable MSO and snack-food manufacturer based in Acton, Mass., has purchased Transcable Inc., cable system in Burlington, N.J., and Haverstraw and Peekskill, N.Y., for approximately \$4.4 million, 10,000 shares of Acton stock and assumption of \$4.2-million debt. Systems have about 13,300 basic subscribers and 3,500 pay cable customers. Acton also acquired assets of G.W.G. Co., lessor of CATV equipment to Transcable, for assumption of \$200,000 debt.

**Net gain for HBO.** FCC waived its rules and will allow Home Box Office to present March 27 finals of Women's Tennis Association Virginia Slims tournament on HBO pay cable system. Madison Square Garden Cablevision requested waiver allowing HBO cablecast after Madison had been unable to sell tournament to networks or to individual stations. Commis-

sion said it saw no danger of siphoning in case.

**Better than ever.** Time Inc. reported last week that three of its television operations showed financial gains in 1976: WOTV(TV) Grand Rapids, Mich., and Time-Life Films both reported higher earnings, and Manhattan Cable Television Inc., operator of CATV system in New York, had its first profitable year. Home Box Office Inc., Time's pay-cable programming subsidiary, continued to operate at loss. TV indicators were contained in Time Inc. report placing company's 1976 net income at record high \$67.1 million, up 49% from 1975, on revenues of \$1.04 billion, up 14%.

**Cable appeals.** Philadelphia Community Cable Coalition and number of other groups are appealing FCC decision to postpone for one year implementation of cable-television franchising rules that were to have gone into effect on March 31, 1977. Suspended rule would have required existing uncertified systems to obtain and file by March 31 franchises conforming to FCC standards. Appeal contends action, taken without rulemaking, was arbitrary and capricious. . . . In another action dealing with FCC cable policy, former commission general counsel, Henry Geller, is appealing commission denying his petition for rulemaking aimed at revising commission rules on cable's carriage of television signals.

**One year to sell.** FCC partially waived its cable-broadcast crossownership rules and afforded Television Wisconsin Inc. (wisc-TV Madison, Wis.) one year to divest itself of 1.8% of stock in Complete Cable TV. Majority owner of TWI is Evening Telegram Co. of Superior, Wis., which owns 1.8% of Tele-Communications Inc., 25% owner of Complete Channel. TWI and Evening Telegram contended no interrelationship between wisc-TV and Complete Channel existed "except that of arms-length competition," but commission responded that Evening Telegram "virtually owns and controls" TWI and its holdings in publicly traded TCI are "substantial." FCC allowed one year to eliminate crossownership situation because, it said, no method of computing indirect in-

terests had been articulated until 1973 and because TWI and Evening Telegram gave assurances they would not vote their TCI stock.

**Changing hands.** Central Communications Co. has sold its cable system in Mattoon, Ill., to Basil Cable System Inc. for undisclosed amount. Central is owned by Illinois Consolidated Telephone Co. and is divesting to comply with FCC rules. Basil operates cable systems in Kentucky, California, Washington, New Jersey and North Carolina. Mattoon system has approximately 4,000 subscribers. Broker: Daniels and Associates.

**New in Hawaii.** L.S. (Bob) Berger, owner/president of KHVH(AM) Honolulu, has formed Television Entertainment Inc. to provide pay TV to apartment buildings and condominiums and business and commercial communications services to metropolitan Honolulu. Company will lease MDS channel from Radiocal Corp. John Calvetti has been named president. *Television Entertainment, Suite 203, 23 South Vineyard Boulevard, Honolulu 96813.*

**Payday.** Warner Cable Corp. on Feb. 1 introduced its Star Channel pay cable service in the metropolitan Boston community of Somerville, plans to bring it to neighboring Massachusetts communities of Chelsea, Everett, Medford, Malden and Winthrop by March 1. Warner said service will then be available to 35,000 households in area, and plans to increase its potential range by another 9,000 when Warner system in Melrose, Mass., is completed later this year. Company said this "represents first application" of service by Warner in "major metropolitan area."

**More in Tennessee.** National Telecommunications Corp., California-based cable MSO with systems in Tennessee, has purchased systems in Cookeville, Columbia, Tullahoma and Paris, all Tennessee, from First Northwest Industries for price in excess of \$4 million. National is owned by Perry Leff and Harold Lipton. First Northwest is also owner of Seattle Super-sonics professional basketball franchise. Systems serve approximately 12,500 subscribers. Daniels Investment Services arranged financing.

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# Fates & Fortunes

## Media



Boyer

**Phil Boyer**, VP, programing, ABC-owned television stations, named VP and general manager of ABC-owned WLS-TV Chicago. Mr. Boyer, who also is past president of National Association of Television Program Executives (BROADCASTING "Profile," Feb. 14), succeeds **Lewis**

**Erlight**, named VP, programs, East Coast, ABC Entertainment (BROADCASTING, Feb. 14).

**Herman N. Hipp**, president, Liberty Corp., Greenville, S.C., elected president/chief executive officer, succeeding **Francis M. Hipp**, who retires March 1 but will continue to serve as board and executive committee chairman. **Macon G. Patton**, executive in charge of broadcasting (Cosmos station group) and real estate subsidiaries, and **Fred Perdue**, in charge of accounting, administration and of Liberty's savings & loan association, named executive VP's.

**Douglas H. McCorkindale**, VP/general counsel, Gannett Co., Rochester, N.Y., named senior VP, finance and law.

**Timothy Reynolds**, director of finance and planning at CBS-owned WCAU-TV Philadelphia, appointed VP, finance and planning, CBS/Broadcast Group, New York, succeeding **George Shannon**, who was named VP in charge of production facilities and engineering, CBS-TV (BROADCASTING, Jan. 24).

**Michael Ludgate**, VP/general manager, WCHV(AM)-WWV(FM) Charlottesville, Va., named president of parent, Clay Broadcasting. **Ed Owens**, operations manager of Charlottesville stations, elected VP of Clay Broadcasting.

**Donald Kivell**, manager, communications, NBC-TV, New York, named manager, network interconnection.

**John A. Lack**, VP and general manager, CBS Radio Spot Sales, named VP and general manager of CBS-owned WCBS(AM) New York, succeeding **David L. Nelson**, now VP, division services, CBS Television Stations division.

**Lester H. Otterman**, controller, WBEN Inc. (WBEN-AM-FM-TV), Buffalo, N.Y., assumes additional duties as treasurer.

**Charles E. Manson**, general manager, WXOR(AM)-WQLT(FM) Florence, Ala., elected VP/board member.

**Paul Simon**, director of research, KTTV(TV) Los Angeles, named VP.

**Dale Van Cantfort**, general manager, WDAX(AM) McRae, Ga., promoted to general manager, co-owned WDKD(AM)-WWKT(FM) Kingstree, S.C., succeeded by **Roy Anderson**, sales manager, co-owned WLOP(AM)-WIFO(FM)

Jesup, Ga. All are Jesup Broadcasting stations.

Newly appointed corporate officers, WDBJ Television Inc., Roanoke, Va.: **John Harkrader**, WDBJ VP/general manager, president; **C.H. McKeever**, assistant manager/general sales manager, VP; **Robert Pugh**, business manager, secretary-treasurer, and **Mel Mayfield**, promotion and research director, assistant secretary-treasurer.

**Jules L. Mayeux**, station manager, WBRZ(TV) Baton Rouge, named general manager, succeeding **Douglas L. Manship**, who continues as president of licensee, Louisiana Television Broadcasting Corp. **Richard F. Manship**, station manager, co-owned KRGV-TV Weslaco, Tex., named WBRZ station manager.

**Dan T. Griffin**, assistant secretary, North Carolina Broadcasting Co., Greensboro and station manager of its WBIG(AM) there, named VP.

**A. Kent Braverman**, president, Braverman Broadcasting, owner of KCJJ(AM) Iowa City, Iowa, becomes general manager of station.

**Klee Dobra**, general manager, KLIF(AM) Dallas, joins WBCN(FM) Boston in same capacity.

**Steve Keeney**, sales manager, KIMN-AM-FM Denver, appointed managing director.

**Sam Trent**, general manager, WBSR(AM) Pensacola, Fla., joins co-owned WMAK(AM) Nashville in same capacity.

**Nancy Schmiedl Janke**, sales manager, WSUB(AM) Groton, Conn., appointed station manager.

**Jack Baker**, general manager, CBS/FM Sales, New York, named to same post, CBS-owned WEEI-FM Boston.

**Gary R. Drum**, operations manager, WATO(AM)-WUUU(FM) Oak Ridge, Tenn., joins WCPH(AM) Etowah, Tenn., in same capacity.

**LeVerne E. Brown**, assistant director, WGN-TV Chicago, promoted to night manager, WGN-AM-TV.

**Sandy Halleck**, assistant to advertising/promotion director, WXYZ(AM) Detroit, joins WWSW(AM)-WPEZ(FM) Pittsburgh as director of information services.

**Nellene Kuhns**, from American Ski Association, Denver, joins KKKX(FM) there as promotion/public service director.

Newly elected officers, Twin City Radio Broadcasters (Minneapolis-St. Paul): **Gary Stevens**, KDWB-AM-FM, president; **Lee Zanin**, WWTC(AM), VP, and **Dale Weber**, WDG(AM), secretary-treasurer.

## Broadcast Advertising

**Charles J. Hamm**, president, William Free & Co., New York, joins McCann-Erickson Worldwide as executive VP/supervisor Coca-Cola account in Atlanta, replacing **Sidney B. McAllister**, who will be promoted to senior manager, Interpublic Group of Companies, N.Y. parent company of McCann-Erickson. Mr. McAllister will remain in Atlanta.



Hamm



Herson

**Steve Herson**, New York sales manager for Telerep's Lion sales team, appointed VP/assistant to president, succeeded by **Jack Steng**, group manager of Lion team. Changes follow resignation of **Paul Hughes** as executive VP of Telerep.

**Walter E. Terry**, president, D'Arcy-MacManus & Masius, San Francisco, appointed president of West Coast operations, overseeing offices in Los Angeles and San Francisco. **Beverly Fitzsimmons**, manager of creative services, DM&M, New York, elected VP. **Andrew L. Bozeman Jr.**, head of his own business consulting firm, Chicago, joins DM&M, St. Louis, as writer/producer.

**Gareth Bogaerde**, director of television production for United Kingdom and Europe for Leo Burnett, London, appointed executive director of new television services division, Chicago. **Jackson Phelps**, VP in charge of production business, appointed director of TV Services.

Newly announced promotions, Tatham-Laird & Kudner, Chicago: **Irene P. Block**, associate creative director to creative director; **Michael R. Peroff**, account executive, account supervisor; **Brian S. Hurley**, account executive, assumes additional role as assistant director of executive development program; **Eric J. Rosenkranz**, assistant account executive, account executive, and **Bruce P. Andre**, **Jody L. Goldblatt**, **Thomas G. Kettinger** and **Robert S. Witkay**, staff assistants in executive development program, assistant account executives.

**Edward D. Meyer**, VP/director of merchandising, Dancer-Fitzgerald-Sample, New York, named senior VP.

**Toni Smith**, manager, media research, Cunningham & Walsh Inc., New York, appointed VP.

**Dave Davidson**, associate media director, and **Denis Hitchmough**, group media director, Botsford Ketchum, San Francisco, and **Colleen Mattice**, media manager, BK, Los Angeles, named VP's.

**John W. Sullivan**, VP, Kelly, Nason-Kearsh, New York, named senior VP and associate director of account service.

**Leo Wright** and **Paul Synor**, creative directors, Luckie & Fornie, Birmingham, Ala., named VP's.

**Carol Sibenac**, spot broadcast supervisor, J. Walter Thompson, Chicago, named supervisor of spot broadcast operations, JWT, San Francisco.

**Rich Hughes**, associate creative director, BBDO/BDA Atlanta, joins Weltin Advertising there in same post.

**Molly Granger**, media director, Clinton E.

Frank, Los Angeles, joins Bernadette Talbott Advertising, San Francisco, as agency coordinator.

**Sherwin B. Stein**, from Lawrence Dobrow & Associates, Chevy Chase, Md., joins Ehrlich-Manes & Associates, Washington, as VP/account executive.

**Karl Kuechenmeister**, manager of sales development and market planning, CBS-TV Chicago, named account executive, central division, NBC-TV there.

**Richard C. Coveny**, sales VP, New York Station Division, CBS unit, Blair Television, named VP/director of marketing development division. **James I. Noeldner**, account executive, Storer TV Sales, New York, joins Blair/Northwest Radio Representatives, Portland, Ore., in same capacity, replacing **Ronald B. Lorentzen**, who will be transferring to Seattle office.

**Mike Day**, salesman, Metromedia's KNEW(AM) Oakland, Calif., named sales manager, co-owned Metro Radio Sales, San Francisco.

**George R. Francis Jr.**, station manager, WAYS(AM)-WROQ(FM) Charlotte, N.C., named VP/director of sales, Resort Network, New York, concentrating on regional and national sales.

**Joseph G. Rose Jr.**, VP/treasurer/chief financial officer, John Blair & Co., New York, named manager, finance and administration, WMAL-TV Washington.

**Larry Scott**, account executive, WBBH-TV Fort Myers, Fla., appointed general sales manager, WEVU-TV Naples, Fla.

**Ray McCormack**, sales representative, WBNG-TV Binghamton, N.Y., named local sales supervisor.

**Jon Waldman**, salesman, KIMN-AM-FM Denver, appointed sales manager.

**Harry Conlin**, self-employed in advertising in Dallas, joins KXXX(FM) Denver as general/national sales manager. **Rick Brady**, air personality, promoted to research director.

**Jim Pournaras**, account executive, WMMS(FM) Cleveland, joins WERE(AM)-WGCL(FM) there as retail sales manager.

**Jill O'Mahony**, assistant promotion manager, WBZ(AM) Boston, joins WIND(AM) Chicago as advertising/sales promotion manager. Both are Group W stations.

**T. Neal Heaton**, general sales manager,

WPIK(AM)-WXRA(FM) Alexandria, Va., named VP.

**Timothy J. A. Montgomery**, local sales manager, WBCN(FM) Boston, promoted to general sales manager.

**Herb Loops**, VP, Tri-State Insurance, Sioux City, Iowa, joins KCJJ(AM) Iowa City, Iowa, as sales manager.

**Foster Winter**, local sales manager, WGTU(TV) Traverse City-WGTO(TV) Sault Ste. Marie, Mich., appointed local/regional sales manager.

**Roger I. Feller**, account executive, WINS(AM) New York, joins WYNY(FM) there in same capacity.

**Owen Weber**, program director, WLYH-TV Lancaster, Pa., joins WAVA-AM-FM Arlington, Va. (Washington), as account executive.

**J. Christopher Broullre**, account executive, WINX(AM) Rockville, Md., promoted to senior account executive. **Claudette Fair**, from Photo Corp. of America there, and **Phillip L. Vandeventer**, from Pennsylvania Life Insurance Co., Frederick, Md., join WINX as account executives.

**Pat Zembower**, account executive, WTCL(AM) Warren, Ohio, named to same position, WKBN(AM) Youngstown, Ohio.

**Wesley L. Hall**, air personality, WCBR(AM)-WBZF(FM) Richmond, Ky., joins WCPH(AM) Etowah, Tenn., as account executive.

## Programing



Vane

**Edwin T. Vane**, VP/national program director, ABC Entertainment, New York, assumes additional responsibility of coordinating all prime-time current series activities with office of president, Fred Silverman. **Peter B. Sterne**, ABC program executive, West Coast, promoted to director, current comedy programs, ABC Entertainment. **Sug Villa**, freelance advertising copywriter, joins ABC Entertainment, New York, as manager, feature film and late night series.

**Art Frankel**, senior VP, business affairs, and **Arthur Fellows**, senior VP, production, Para-

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mount Television, Hollywood, named senior VP, administration and production, and senior VP, dramatic development and production, respectively.

**Ted Butcher**, assistant director/unit manager, 20th Century-Fox, Beverly Hills, Calif., promoted to assistant head of television production.

**Peter Dimmock**, general manager and chief executive of BBC Enterprises, London, sales arm of BBC, named director of worldwide marketing and syndication, ABC Sports, New York.

**Donald Havens Jr.**, president of National Telefilm Associates, Los Angeles, temporarily assumes additional responsibilities as general sales manager, replacing **George Mitchell**, who joins Warner Bros. as VP/domestic sales manager (BROADCASTING, Feb. 14).

**Ron Herman**, assistant operations manager/sales representative, Vidronics, Hollywood, named technical operations supervisor, Compact Video Systems, production and post-production company, Burbank, Calif.

**Dona Fussell**, operations-coordinator/public affairs director, WEVU-TV Naples, Fla., promoted to program director. **Barry Fitzpatrick**, announcer/advertising consultant, KHNY-AM-FM Riverside, Calif., named WEVU-TV sports director.

**Larry Lowenstein**, director, marketing services, WXIA-TV Atlanta, joins WRNG(AM) North Atlanta, Ga., as program director.

**C. C. McCartney**, assistant program manager, and **Brant Miller** and **Charlie Fox**, air personalities, KXXX(FM) Denver, promoted to program director, assistant program director and production manager, respectively.

**Jim Eider**, sportscaster, KXLR(AM) North Little Rock, Ark., joins Arkansas Radio Network and KARN(AM)-KYYK(FM) Little Rock, as sports director.

**Gary Allen**, traffic manager, Telecab of Overland Park, Kan., joins KCJJ(AM) Iowa City, Iowa, as traffic manager/continuity director.

**Gail Sicilla**, music director, WNBC(AM) New York, named to same post, WNEW(AM) there.

**Ken Bell**, sports anchor/producer, WMT-TV Cedar Rapids, Iowa, joins WJAR-TV Providence, R.I., in same post.

**Al Wisk**, sports director, KCMO(AM) Kansas City, Mo., joins KMPC(AM) Los Angeles as part of California Angels broadcast team, joining Dick Enberg and Don Drysdale.

**Betsy Kelly**, from Quillen & Elsea Advertising, Wichita, Kan., joins noncommercial KPTS(TV) Hutchinson, Kan., as program information coordinator.

## Broadcast Journalism

**Ellen C. Ehrlich**, research associate in office of social research, CBS Inc., New York, named director, information services, CBS News, New York, succeeding **George Hoover**, named VP, press and publicity, NBC, New York (BROADCASTING, Jan. 17).

**Jim Esser**, producer of 11 p.m. news, KDKA-TV Pittsburgh, promoted to executive producer of all of station's news functions. **Ken Nelson**, news operations manager, named assistant news director.

**Miles Resnick**, assistant news director, WDBO-TV Orlando, Fla., joins KMSP-TV Minneapolis as news director.

**Dick Bertel**, public affairs director, WTIC-AM-FM Hartford, Conn., named to additional post of news director.

**Ken Plotnik**, news producer, WKBW-TV Buffalo, N.Y., promoted to assignment editor.

**Michael Scheinberg**, morning news producer, WWSW(AM) Pittsburgh, joins KDKA(AM) there as assignment editor.

**Frank G. Gonzales**, public information officer, Los Angeles Unified School District, joins KFWB(AM) there as editorial director.

**Lawrence D. Crandall**, from news staff, KLZ(AM) Denver, named overnight news editor, KOA-AM-TV-KOAA(FM) there.

**Richard A. Leone**, chief announcer/film director, noncommercial WPBT(TV) Miami, joins WEVU-TV Naples, Fla., as Collier county correspondent and weather anchor.

**Maria Elena Torralva**, Mexican-American affairs director, KMOL-TV San Antonio, Tex., named co-anchor.

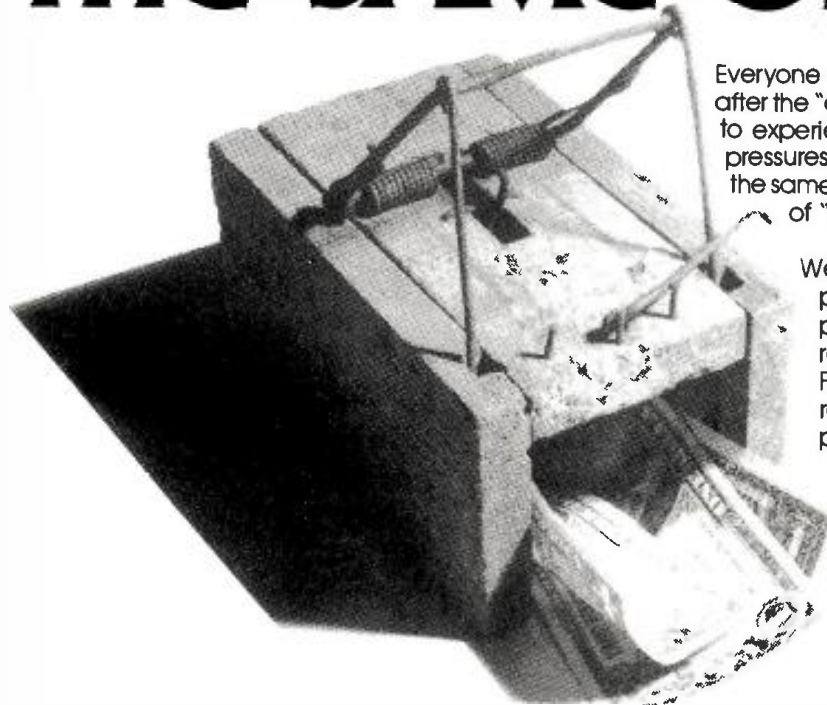
**Edward Faircloth**, reporter, WRAL-FM Raleigh, N.C., and **Matt Willoughby**, newscaster, WAVA-AM-FM Arlington, Va. (Washington), join WITN(TV) Washington, N.C., as anchor-reporters.

**Don Dare**, reporter, WTVF(TV) Nashville, joins WCKT(TV) Miami in same capacity.

**Mark Wyatt**, Greenville (S.C.) bureau chief, WSPA-TV Spartansburg, S.C., assumes additional duties as co-anchor. He will anchor live from Greenville.

**Lee Mitchell**, newscaster, WILS(AM) Lansing, Mich., joins WWJ(AM) Detroit as reporter/newscaster.

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**Steve Bousquet**, weekend news supervisor/reporter/anchor, WEAN(AM) Providence, R.I., joins WJAR-TV there as general assignment reporter.

**Robert Samek**, sports director, noncommercial WRTI(FM) Philadelphia, joins WSUB-AM-FM Groton, Conn., as news director.

**Harold Baker**, news director, WTLV(TV) Jacksonville, Fla., joins Florida Public Broadcasting as executive producer of Florida legislature news coverage, produced at noncommercial WJCT(TV) Jacksonville.

## Cable

**Tom LaFourcade**, district manager, Teleprompter, New York, joins Warner Cable as system manager, Bakersfield, Calif.

## Equipment & Engineering

**John A. Burtle**, automation product specialist, Harris broadcast products division, Quincy, Ill., joins Broadcast Electronics, Silver Spring, Md., as director of automation products.

**John W. Townsend Jr.**, associate administrator of National Oceanic and Atmospheric Administration, U.S. Department of Commerce, Washington, joins Fairchild Space & Electronics, Germantown, Md., as president. **Signey G. Miller**, director of marketing, General Electric's space division, joins FS&E as VP, marketing and planning.

**Richard C. Kleinhans** and **John M. Sewell**, assistant general managers, Kodak Apparatus Division, Rochester, N.Y., elected assistant VP's. **J. Phillip Samper**, assistant to general manager of marketing division appointed assistant VP/assistant general manager.

**Richard J. Corbin**, manager of business development, commercial electronics division GTE Sylvania, Waltham, Mass., appointed director of field operations for division.

**Roger Jones**, from Plaza Properties Apartment Management Corp., Reynoldsburg, Ohio, joins WTVN-TV Columbus, Ohio, as engineering supervisor.

**Dean Rosch**, studio technical supervisor, wsfa-TV Montgomery, Ala., promoted to assistant chief engineer.

**Joseph Kamenick**, transmitter engineer, WSAU-AM-FM Wausau, Wis., appointed assistant chief of engineering.

## Allied Fields

**Robert L. Ownes**, founder of AIM (Audience Information Management), Old Greenwich, Conn., becomes president of firm.

**Robert S. Lewis**, general counsel, Federal Trade Commission, Washington, has resigned effective March 16, after four years with commission.

**Bruce Collier Jr.**, operations director, PAMS Productions & Recording Studios, Dallas, joins Production and Programing Associates, Irving, Tex., as president.

**Rod Porter**, special assistant to FCC Chairman Richard E. Wiley, named legal assistant, succeeding **John Sturm**, who will join Washington office of NBC, effective Feb. 28. **Willard R. Nichols**, now in litigation division of general

counsel's office at FCC, will replace Mr. Porter as special assistant to chairman.

**Joseph L. Allbritton**, publisher of *Washington Star* and board chairman, Washington Star Communications, Washington, named 1977 recipient of Institute of Human Relations Award of American Jewish Committee, New York.

**Mark Baron**, director of broadcast relations, ICPR public relations, Los Angeles, named VP.

**George B. Honchar**, director of special projects, Imero Fiorentino Associates, production and lighting consultants, New York, appointed VP.

**Dean Shaffner**, director of research, Adam Young Inc., New York, named senior project director of United States Testing Co.'s consumer research division, Hoboken, N.J.

**Nancy Hudak**, assistant director of personnel for American Society of Composers, Authors and Publishers (ASCAP), named director of personnel, succeeding **Margaret Heffernan**, who has chosen early retirement after more than 30 years with performing rights organization.

**Gert Schmidt**, president/general manager, WTLV(TV) Jacksonville, Fla., named chairman of Jacksonville's Federal Reserve Board.

## Deaths

**William V. Weakley**, 44, senior consulting engineer with Jansky & Bailey Telecommunications Department, Atlantic Research Corp., Alexandria, Va., died Feb. 13 at his Springfield, Va., home of heart attack. Survivors include wife, Jean and two sons, Douglas and Alan.

**Richard Harkness**, 69, former NBC newsman died at his winter home in Naples, Fla., Feb. 10. He worked for network 30 years, during which he helped develop use of computers to project election results, conducted NBC-TV's first news interview program and in 1945 was host of its first TV news program from Washington. After he retired from NBC in 1972, Mr. Harkness worked as press officer for special program on drug abuse prevention created by President Gerald Ford. Before working at NBC he had been reporter both for *Philadelphia Inquirer* and for United Press. Survivors include three sons, Peter, Richard and Christopher.



Harkness



Nordberg

**John J. Nordberg**, 68, former chief of FCC's Common Carrier Bureau, died in Thousand Oaks, Calif., Jan. 30 after long illness. He joined FCC in 1935 as accounting clerk, subsequently being named assistant chief accountant, chief of telephone division, and eventually head of Common Carrier Bureau. In 1958 he was vice chairman of U.S. delegation to International Communications Conference in Geneva, and in 1960 was chairman of U.S. delegation to ICC in New Delhi. He retired from FCC in 1964.

**Virginia Payne**, 66, radio and stage actress, died in Cincinnati Feb. 10. She played title role in CBS Radio's *Ma Perkins* soap opera for 27 years, entire life of show. She was one of 15 founders of American Federation of Radio Artists union, which was forerunner of American Federation of Television and Radio Artists.

**Joseph C. Gidynski**, 74, former chief of Voice of America's North and East European branch, died at his home in Washington Feb. 3. He was chief of VOA's Polish service for almost 20 years and participated in broadcasts as commentator known to listeners as Kazimierz Wegrzecki. He retired in 1972. Survivors include his wife, Janina, one daughter and one son.

**Al Godwin Jr.**, 59, veteran broadcaster and film salesman, died Feb. 6 in his apartment in New Orleans of apparent heart attack. He was VP of American Concepts, merchandising-promotion firm, at time of death. Survivors include brother, Charles Godwin, regional manager of Broadcast Music Inc.

**Millord C. Miller**, 51, radio newscaster in 1940's and 1950's, died Jan. 21 of heart failure after undergoing open heart surgery in Omaha. He had been associated with KSCI(AM) and KCOM(AM) (now KMNS(AM)) Sioux City, Iowa. Survivors include his wife, Lucille, one son and two daughters.

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proposed rulemaking to reduce noise level in UHF receivers (Docket 21010). Replies are now due April 29. FCC, Washington.

**March 18—Mutual Broadcasting System's** agency-advertiser luncheon presentation, "The Feeling Is Mutual." Site to be determined. Boston.

**March 18-19—**Eighth annual Country Radio Seminar. Airport Hilton motor inn, Nashville. Agenda chairman: Mac Allen, Sonderling Broadcasting Corp., Miami.

**March 18-19—**Region two conference of *The Society of Professional Journalists, Sigma Delta Chi* for Maryland, District of Columbia, North Carolina and Virginia. Richmond Va.

**March 19—Oklahoma Associated Press Broadcasters** convention. Oklahoma City. Contact: Ernie Schultz, KTVY(TV) Oklahoma City.

**March 19—**Annual "Date With the Press," sponsored by *Women in Communications Inc. Miami chapter*. Liz Carpenter will be speaker. Sheraton Four Ambassador, Miami.

**March 20-23—**1977 BIAS (Broadcast Industry Automation System) seminar, sponsored by *Data Communications Corp.*, Memphis. Hilton hotel, Memphis.

**March 21-22—**Conference on "The Copyright Act of 1976: Dealing with the New Realities," sponsored by the *Copyright Society of the U.S.A.* and the *New York Law Journal*. Barbara Ringer, register of copyrights, Library of Congress, will be keynote speaker. Bonaventure hotel, Los Angeles.

**March 21—Mutual Broadcasting System's** agency-advertiser luncheon presentation, "The Feeling Is Mutual." Hilton of Philadelphia, Philadelphia.

**March 22—Mutual Broadcasting System's** agency-advertiser luncheon presentation, "The Feeling Is Mutual." Baltimore Hilton, Baltimore.

**March 23-26—Alpha Epsilon Rho, National Honorary Broadcasting Society** 35th annual convention. Mayflower hotel, Washington. Contact: AER President Andy Orgel, CBS Radio Network, 51 West 52nd Street, New York 10019.

**March 26-27—**New York State second annual video conference. Rochester Institute of Technology, Rochester. Information: Student Television Systems, 1 Lomb Memorial Drive, Rochester.

**March 27—**Annual membership meeting of the *Association of Maximum Service Telecasters*. 1 p.m. Delaware suite, Sheraton-Park hotel, Washington. (Special meeting of the present board of directors of AMST will be held March 26, 2 p.m., in Map room of Washington Hilton hotel. Newly elected AMST board will meet March 28, 2 p.m., Map room of Washington Hilton, to elect officers.)

**March 27-30—National Association of Broadcasters** annual convention. Shoreham Americana, Sheraton Park and Washington Hilton hotels, Washington.

**March 27-30—**Ninth annual international con-

ference of *The International Industrial Television Association*. Statter-Hilton hotel, Washington.

**March 29—Ohio Association of Broadcasters'** "Salute to Congress" dinner. Hyatt Regency, Washington.

**March 29—Tennessee Association of Broadcasters** legislative breakfast. Rayburn building, Washington.

**March 29—New York State Broadcasters Association** congressional reception. The Gold Room, Capitol, Washington.

**March 31—FCC's** new deadline for replies to amendment to noncommercial FM broadcast rules (Docket 20735). FCC, Washington.

**March 31-April 2—**Region three conference of *The Society of Professional Journalists, Sigma Delta Chi* for Arkansas, Louisiana, Mississippi and Western Tennessee. Memphis State University, Memphis.

**April**

**April 1-2—**Region three conference of *Society of Professional Journalists, Sigma Delta Chi*, for Alabama, Georgia, South Carolina, Florida and East Tennessee. Knoxville, Tenn.

**April 1-2—**Region four conference of *Society of Professional Journalists, Sigma Delta Chi*, for Michigan, Ohio, Western Pennsylvania and West Virginia. Huntington, W. Va.

**April 1-2—**Region five conference of *Society of Professional Journalists, Sigma Delta Chi*, for Illinois, Indiana and Kentucky. Chicago.

**April 1-2—**Region seven conference of *Society of Professional Journalists, Sigma Delta Chi*, for South Dakota, Missouri, Nebraska, Kansas and Iowa. Columbia, Mo.

**April 1-2—**Region nine conference of *Society of Professional Journalists, Sigma Delta Chi*, for Wyoming, Utah, Colorado and New Mexico. Albuquerque, N. M.

**April 1-3—**National convention of the *Intercollegiate Broadcasting System*. Hyatt Regency hotel, Washington. Information: Rick Askoff, IBS, Vails Gate, N.Y.; (914) 565-6710.

**April 1-3—Women in Communications Inc** region two meeting. Speakers will include Marlene Sanders, ABC vice president, and Helen Thomas, UPI correspondent. Ohio University, Athens.

**April 5—Mutual Broadcasting System's** agency-advertiser luncheon presentation, "The Feeling Is Mutual." Capital Hilton, Washington.

**April 11-12—Television Bureau of Advertising** communications seminar for sales and management personnel. TVB headquarters, New York.

**April 13—New England Cable Television Association** spring meeting. The Country Kitchen, Route 9, West Brattleboro, Vt.

**April 14-15—Institute of Broadcasting Financial Management/Broadcast Credit Association** quarterly board of directors meeting. Hyatt Regency, Chicago.

**April 16—California Associated Press Television-Radio Association** 30th annual meeting. Hotel del Coronado, Coronado.

**April 17-19—Canadian Association of Broadcasters** annual meeting. Winnipeg Inn, Winnipeg, Man.

**April 17-20—National Cable Television Association** annual convention. Conrad Hilton hotel, Chicago.

**April 18-19—Television Bureau of Advertising** communications seminar for sales and management personnel. TVB headquarters, New York.

**April 18-21—**Ninth annual conference of *Southern Educational Communications Association*. Host will be the Alabama ETV Network. Gulf State Park Resort and Convention Center, Pleasure Island, Ala.

**April 19-21—Electro/77** electronics convention and exposition, sponsored by regional elements of the *Institute of Electrical & Electronics Engineers* and the *Electronic Representatives Association*. New York Coliseum, New York.

**April 20-21—**Spring convention of *Kentucky Broadcasters Association*. Stouffer's Inn, Louisville.

**April 20-21—Television Bureau of Advertising** retail workshop. Billmore hotel, New York.

**April 20-22—**Spring meeting of *Indiana Broadcasters Association*. Brown County Inn, Nashville, Ind.

**April 21-23—Louisiana Association of Broadcasters** spring convention. Sheraton hotel, Baton Rouge.

**April 22-24—National Association of Farm Broadcasters** South Central regional meeting. Hilton Inn, Amarillo, Tex.

**April 24-29—San Francisco State University's** 27th annual Broadcast Industry Conference. San Francisco State University, San Francisco.

**April 25—FCC's** new deadline for replies in clear channel broadcasting inquiry (Docket 20642). FCC, Washington.

**April 27-May 1—American Women in Radio and Television** 26th annual convention. Radisson Downtown hotel, Minneapolis.

**April 28-29—Minnesota Broadcasters Association** spring meeting. Registry hotel, Bloomington.

**April 30—Pennsylvania Associated Press Broadcasters Association** annual meeting and awards presentation. Host Town Inn, Lancaster

**May**

**May 1—**Deadline for entries in Howard W. Blakeslee Awards in recognition of reporting on heart and blood vessel diseases. Winners will be chosen in radio and television as well as in other media and will deal with material presented in the year prior to Feb. 28, 1977. Entry information and blanks: *American Heart Association*, 7320 Greenville Avenue, Dallas 76231.

**May 1-3—Chamber of Commerce of the U.S.** 65th national annual meeting. Washington.

**May 2—FCC's** deadline for comments on inquiry into network programing practices and policies (Docket 21049). Replies are due June 1. FCC, Washington.

**May 3-7—**Seventh annual Public Radio Conference and Equipment Exhibit, sponsored by the *Association of Public Radio Stations, Corporation for Public Broadcasting and National Public Radio*. Hyatt Regency hotel, New Orleans.

**May 4-5—**Los Angeles Videoshow, sponsored by *Educational & Industrial Magazine*, Ridgefield, Conn. Hotel Bonaventure, Los Angeles.

**May 4-6—Washington State Association of Broadcasters** spring meeting. Rosario Resort hotel, Orcas Island.

**May 7—Iowa Broadcast News Association** 1977 seminar. Adventureland Inn, near Des Moines.

**May 7-8—Illinois News Broadcasters Association** spring convention. Forum 30 hotel, Springfield.

**May 8-12—**Annual meeting, *ABC-TV affiliates*. Century Plaza hotel, Los Angeles.

**May 12-15—**Annual meeting of *Western States Advertising Agencies Association*. Canyon hotel, Palm Springs, Calif.

**May 15-18—National Retail Merchants Association** annual sales promotion conference. Hilton hotel,

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**May 15-18**—Annual meeting, *NBC-TV affiliates*. Century Plaza hotel, Los Angeles.

■ **May 16**—Start of *Canadian Radio-Television and Telecommunication Commission* hearing on pay television, Ottawa.

**May 18-21**—*American Association of Advertising Agencies* annual meeting, Greenbrier, White Sulphur Springs, W. Va.

**May 19-21**—*Kansas Association of Broadcasters* annual convention, Ramada Inn, Topeka.

■ **May 23-26**—*Canadian Cable Television Association* annual convention and trade show, Four Seasons hotel, Calgary, Alberta.

**May 24-25**—Annual meeting, *CBS-TV affiliates*. Century Plaza hotel, Los Angeles.

**May 25-27**—*Ohio Association of Broadcasters* spring workshops, Kings Island Inn, Ohio.

## June

**June 2-4**—*Associated Press Broadcasters* annual meeting, Edwin Newman, NBC News correspondent will be keynote speaker, Chase-Park Plaza, St. Louis.

**June 2-5**—*Missouri Broadcasters Association* spring meeting, Rock Lane Lodge, Table Rock Lake.

**June 7-11**—*Texas Association of Broadcasters* summer convention, Hilton Paladio del Rio, San Antonio.

**June 11-15**—*American Advertising Federation* annual convention and public affairs conference, Hyatt Regency hotel, Washington.

**June 11-16**—*Broadcast Promotion Association* 22nd annual seminar, Beverly Hilton hotel, Los Angeles.

**June 14-16**—*Iowa Broadcasters Association* convention, The New Inn, Lake Okoboji.

**June 17-18**—*North Dakota Broadcasters Association* summer meeting, Kirkwood motor inn, Bismarck.

**June 22-24**—*Florida Association of Broadcasters* annual convention, Ponte Vedra Club.

■ **June 22-24**—*Maryland-District of Columbia-Delaware Broadcasters Association* annual convention, Sheraton Fountainebleau Inn and Spa, Ocean City, Md.

## July

**July 10-13**—*National Association of Farm Broadcasters* summer meeting, L'Enfant Plaza hotel, Washington.

■ **July 10-13**—*New York State Broadcasters Association* executive conference, Gideon Putnam, Saratoga Springs.

■ **July 21-22**—*Institute of Broadcasting Financial Management/Broadcast Credit Association* quarterly board of directors meeting, Fairmont hotel, Dallas.

## August

■ **Aug. 18-19**—*Arkansas Broadcasters Association* summer convention, Indian Rock Resort, Fairfield Bay.

## September

**Sept. 14-15**—*Ohio Association of Broadcasters* fall convention, Columbus Sheraton, Columbus.

**Sept. 15-17**—*Radio Television News Directors Association* international conference, Hyatt Regency hotel, San Francisco.

■ **Sept. 18-20**—*Nebraska Broadcasters Association* convention, Scottsbluff.

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

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

## October

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

**Oct. 2-6**—*National Radio Broadcasters Association* annual convention, Palmer House hotel, Chicago.

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

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

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

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

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

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

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

# For the Record

As compiled by BROADCASTING for the period Feb. 7 through Feb. 11 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aural.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. \*—noncommercial.

## New stations

### TV application

■ Houma, La.—Communications Corp. of South seeks ch. 11 (198-204 mhz); ERP 316 kw vis., 63.2 kw aural, HAAT 468 ft.; ant. height above ground 497 ft. P.O. address: 440 ITM Building, New Orleans 70130. Estimated construction cost \$235,500; first-year operating cost \$83,700; revenue \$520,000. Legal counsel Smith & Pepper, Washington; consulting engineer Lohnes & Culver. Applicant is wholly owned by Vanderbilt Corp., and operates WGNO-TV New Orleans. Principal in parent is Seymour Smith (74.4%). Mr. Smith's wife, Florence Anne, holds 5.9%, and his children, David and Barbara, each hold 9.9% in trusts. Mr. Smith also has various real estate and investment

holdings. Ann. Feb. 10.

### AM application

■ Valdez, Alaska—Northern Television Inc. seeks 770 khz, 1kw-U. P.O. Address: 1007 W. 32d Ave., Anchorage 99503. Estimated construction cost \$16,900; first-year operating cost \$30,000; revenue \$36,000. Format: popular, C&W. Principal: A. G. Hiebert, who also owns, through Northern, KBYR(AM)-KNIK-FM-KTVA(TV) Anchorage and KFRB(AM)-KTVE(TV) Fairbanks, Alaska. Ann. Feb. 9

### FM applications

■ \*Berlin, Conn.—Berlin Board of Education seeks

89.9 mhz, 10 w, HAAT 95 ft. P.O. address: 240 Kensington Rd, Kensington, Conn. 06037. Estimated construction cost \$10,076; first-year operating cost \$5,000. Format: educational. Applicant is public school board, Mrs. Joanne Kelly, president. Ann. Feb. 9.

■ Millinocket, Me.—Katahdin Radio Inc. seeks 97.7 mhz, 3 kw, HAAT 190 ft. P.O. address: Box 1240, Millinocket 04462. Estimated construction cost \$44,256.80; first-year operating cost \$200; revenue \$10,000. Format: popular, C&W. Principal: John M. Keys (100%). Mr. Keys also owns WMKR(AM) Millinocket. Ann. Feb. 9.

■ \*Ballwin, Mo.—YMCA of Greater St. Louis seeks

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<p><b>CARL T. JONES ASSOCS.</b>            (Formerly Gautney &amp; Jones)  <b>CONSULTING ENGINEERS</b>            2990 Telestar Ct. Suite 405            (703) 560-6800            Falls Church, Va. 22042            Member AFCEE</p>	<p><b>LOHNES &amp; CULVER</b>  <b>Consulting Engineers</b>            1156 15th St., N.W., Suite 606            Washington, D.C. 20005            (202) 296-2722            Member AFCEE</p>	<p><b>A. EARL CULLUM, JR.</b>  <b>CONSULTING ENGINEERS</b>  <b>INWOOD POST OFFICE</b>  <b>BOX 7004</b>  <b>DALLAS, TEXAS 75209</b>            (214) 631-8360            Member AFCEE</p>	<p><b>SILLIMAN, MOFFET &amp; KOWALSKI</b>            711 14th St., N.W.            Republic 7-6646            Washington, D. C. 20005            Member AFCEE</p>
<p><b>STEEL, ANDRUS &amp; ADAIR</b>            2029 K Street, N.W.            Washington, D.C. 20006            (301) 827-8725            (301) 384-5374            (202) 223-4664            Member AFCEE</p>	<p><b>HAMMETT &amp; EDISON, INC.</b>  <b>CONSULTING ENGINEERS</b>            Radio &amp; Television            Box 68, International Airport            San Francisco, California 94128            (415) 342-5208            Member AFCEE</p>	<p><b>JOHN B. HEFFELFINGER</b>            9208 Wyoming Pl. Hiland 4-7010            KANSAS CITY, MISSOURI 64114</p>	<p><b>JULES COHEN &amp; ASSOCIATES</b>            Suite 400            1730 M St., N.W., 659-3707            Washington, D. C. 20036            Member AFCEE</p>
<p><b>CARL E. SMITH</b>  <b>CONSULTING RADIO ENGINEERS</b>            8200 Snowville Road            Cleveland, Ohio 44141            Phone: 216-526-4386            Member AFCEE</p>	<p><b>VIR JAMES</b>  <b>CONSULTING RADIO ENGINEERS</b>            Applications and Field Engineering            Computerized Frequency Surveys            345 Colorado Blvd.—80206            (303) 333-5562  <b>DENVER, COLORADO</b>            Member AFCEE</p>	<p><b>E. Harold Munn, Jr., &amp; Associates, Inc.</b>            Broadcast Engineering Consultants            Box 220            Coldwater, Michigan 49036            Phone: 517-278-7339</p>	<p><b>ROSNER TELEVISION SYSTEMS</b>  <b>CONSULTING &amp; ENGINEERING</b>            250 West 57th Street            New York, New York 10019            (212) 246-3967</p>
<p><b>JOHN H. MULLANEY</b>  <b>CONSULTING RADIO ENGINEERS</b>            9616 Pinkney Court            Potomac, Maryland 20854            301 - 299-3900            Member AFCEE</p>	<p><b>TERRELL W. KIRKSEY</b>  <b>Consulting Engineer</b>            5210 Avenue F.            Austin, Texas 78751            (512) 454-7014</p>	<p><b>HATFIELD &amp; DAWSON</b>  <b>Consulting Engineers</b>            Broadcast and Communications            906 - 36th Ave.            Seattle, Washington 98122            (206) 324-7860</p>	<p><b>MIDWEST ENGINEERING ASSOCIATES</b>  <b>Consulting Engineers</b>            6504 N UNIVERSITY PEORIA ILLINOIS 61614            (309) 692-2223            Member AFCEE</p>
<p><b>DAWKINS ESPY</b>  <b>Consulting Radio Engineers</b>            Applications/Field Engineering            P.O. Box 3127—Olympic Station 90212  <b>BEVERLY HILLS, CALIF.</b>            (213) 272-3344</p>	<p><b>MATTHEW J. VLISSIDES, P.E.</b>  <b>STRUCTURAL CONSULTANT</b>  <b>TOWERS, ANTENNAS, STRUCTURES</b>  <b>Studies, Analysis, Design Modifications.</b>  <b>Inspections, Supervision of Erection</b>            7801 BURFORD DRIVE McLEAN, VA 22101            Tel (703) 358-9504            Member AFCEE</p>	<p><b>C. P. CROSSNO &amp; ASSOCIATES</b>  <b>CONSULTING ENGINEERS</b>            P. O. BOX 18312 (214) 321-8140            DALLAS, TEXAS 75218</p>	<p><b>JOHN F. X. BROWNE &amp; ASSOCIATES, INC.</b>  <b>TELECOMMUNICATIONS CONSULTANTS/ENGINEERS</b>            25 West Long Lake Road  <b>BLOOMFIELD HILLS, MICH. 48013</b>            Tel (313) 642-6226 TWX (810) 232-1663            Member AFCEE</p>

# Service Directory

<p><b>COMMERCIAL RADIO MONITORING CO.</b>  <b>PRECISION FREQUENCY MEASUREMENTS, AM-FM-TV</b>            Monitors Repaired &amp; Certified            103 S. Market St.            Lee's Summit, Mo. 64063            Phone (816) 524-3777</p>	<p><b>CAMBRIDGE CRYSTALS</b>  <b>PRECISION FREQUENCY MEASURING SERVICE</b>  <b>SPECIALISTS FOR AM-FM-TV</b>            445 Concord Ave.            Cambridge, Mass. 02138            Phone (617) 876-2810</p>	<p><b>SWAGER TOWER CORPORATION</b>  <b>TALL TOWER SPECIALISTS</b>            Box 656, Fremont, Indiana 46737            219—495-5165</p>	<p><b>BROADCAST TECHNICAL SERVICE, INC.</b>  <ul style="list-style-type: none"> <li>• AM-FM Station Construction</li> <li>• Audio/Skeleton ... Partial Proofs</li> <li>• Signal Sound Improvement</li> <li>• FREE Counsel by Phone</li> </ul>           Phone 817—772-3371            Box 7343 • Waco, Texas 76710</p>
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89.9 mhz, 10 w, HAAT 50 ft. P.O. address: 1528 Locust St., St. Louis 63011. Estimated construction cost \$3.00 (facilities donated); first-year operating cost \$2,780. Format: educational. Applicant is non-profit community organization, William F. Cann, president. Ann. Feb. 9.

■ Clinton, Okla.—Clinton-Cordell Broadcasting Co. seeks 95.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 236 Amarillo Building, Amarillo, Tex. 79101. Estimated construction cost \$58,277.90; first-year operating cost \$50,140; revenue \$75,000. Format: popular, C&W. Principals: Quinton Jenkins (60%), his wife, Lona M. (10%) and Peggy Bryan (30%). Mr. Jenkins and his wife own Amarillo auctioneering firm, and Miss Bryan is office manager and, as of Jan. 1, partner in Mr. Jenkins's firm. Ann. Feb. 9.

■ Fabens, Tex.—Algie A. Felder seeks 103.1 mhz, 3 kw, HAAT 97 ft. P.O. address: 8761 N. Logo Rd., El Paso 79907. Estimated construction cost \$11,877; first-year operating cost \$19,129; revenue none. Format: C&W, Spanish. Principals: Algie A. (60%) and his sister, Lois M. Felden (40%). Mr. Felden is civil servant and part-time employe of KDMC-TV El Paso. Miss Felden is director of community relations of Retail Clerks International Association, Washington. Ann. Feb. 9.

## Ownership changes

### Applications

■ WZZM-TV Grand Rapids, Mich. (ch. 13)—seeks transfer of control from West Michigan Telecasters Inc. to Wometco Enterprises, Miami. Deal is modification of earlier agreement which called for Wometco to purchase station and its companion, WZZM-FM Grand Rapids, for \$14 million (BROADCASTING, Sept. 6, 1976) and then spin off FM to third party to comply with FCC rules barring acquisition of colocated TV and radio stations. Purchase price for both remains \$14 million, with Wometco paying difference between that and proceeds from FM sale, now said to be in negotiation. Seller is owned by 50 stockholders headed by Lewis J. Chamberlain Jr., president. Wometco is publicly traded broadcast group, theater owner, vending system operator, Coca-Cola bottler and has bought WBTB-TV Newark, N.J., subject to FCC approval, for pay-TV operation (BROADCASTING, Aug. 30, 1976). Ann. Feb. 10.

■ WCYB-TV Bristol, Va. (ch. 13)—seeks transfer of control of Appalachian Broadcasting Corp. from Starr Broadcasting Group to Grit Publishing Co. for \$7.9 million and assumption of about \$700,000 in liabilities (BROADCASTING, Aug. 16, 1976). Financially troubled Starr announced deal is "part of its program to reduce senior indebtedness and to meet current obligations." Buyer is publisher of *Grit* newspaper and has no other broadcast interests. Ann. Feb. 10.

### Actions

■ WHET(AM) Waltham, Mass. (1330 khz, 5 kw-U)—Broadcast Bureau granted assignment of license from Charles River Broadcasting Co. to WHET Inc. Assignment represents corporate reorganization. Principals are Theodore Jones (55.1%), Stephen Paine (20.4%),

Richard L. Kaye (12.2%) and 14 others. Charles River retains WCRB(FM) Waltham. (BAPL-486, BALRE-3151).

■ KBHM(AM)-KIRK-FM Branson, Mo. (AM: 1220 khz, 1kw-D; FM: 106.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Robert F. Neathery to Shepherd of Hills Broadcasting Co. for \$50,000 and stock. Mr. Neathery, chairman of Shepherd, is assigning ownership of stations from his personal portfolio to Shepherd. He also owns or has majority interest in KWPM-AM-FM West Plains, KALM(AM) Thayer; KUKU(AM) Willow Springs, all Missouri and KAMS(FM) Mammouth Springs, Ark. He also holds 50% interest in West Plains cable system (BAL-8856, BALH-2406, BALRE-3140). Action. Dec. 30, 1976.

## Facilities changes

### AM starts

■ Following stations were authorized program operating authority for changed facilities on dates shown: KCSJ Pueblo, Colo. (BP-20,234), Jan. 21; K1UL Garden City, Kan. (BP-20,233), Jan. 24; WLAR Athens, Tenn. (BP-20,602), Jan. 25; KDJW Amarillo, Tex. (BP-20,172), Jan. 21; KCPX Salt Lake City (BP-19,465), Jan. 25; WIKI Chester, Va. (BP-20,283), Jan. 21.

### FM applications

■ \*KRVS Lafayette, La.—Seeks CP to change type trans.; ant.; ERP 3 kw and HAAT 102 ft. Ann. Feb. 9.

■ \*KNLU Monroe, La.—Seeks CP to change power to 250 w; change type trans.; make changes in ant. system (increase height) and HAAT 75 ft. Ann. Feb. 9.

■ KDHL-FM Faribault, Minn.—Seeks CP to change city of license to Faribault-Northfield, Minn.; change trans. location; change type ant.; make changes in ant. system (increase height); and HAAT 300 ft. Ann. Feb. 9.

■ WAAV Wilmington, N.C.—Seeks CP to change type ant.; make changes in ant. system (increase height); ERP 100 kw (H&V) and HAAT 367 ft. (H&V). Ann. Feb. 9.

■ \*WRVU Nashville—Seeks CP to change trans. location; change type trans.; type ant.; make changes in ant. system (increase height); ERP 4.465 kw and HAAT 659 ft. Ann. Feb. 9.

■ \*WTGM Norfolk, Va.—Seeks CP to change trans. location; ERP 23 kw (H&V), HAAT 630 ft. (H&V); make changes in ant. system (increase height). Ann. Feb. 9.

■ \*KPLU-FM Tacoma, Wash.—Seeks CP to change trans. location; make changes in ant. system (increase height); ERP-100 kw (H) 98 kw (V) and HAAT 619.38 ft. Ann. Feb. 9.

### FM starts

■ Following stations were authorized program operating authority for changed facilities on dates shown: WERC-FM Birmingham, Ala. (BPH-9152), Jan. 25; WINE-FM Brookfield, Conn. (BPH-9873), Jan. 25; WSOR Fort Myers, Fla. (BPH-10,220), Feb. 2; WGOH-FM Grayson, Ky. (BPH-10,197), Jan. 28; WIGY Bath, Me. (Doc. 19,840), Feb. 1; WJR-FM

Detroit (BPH-10,157), Jan. 19; WYCH Hamilton, Ohio (BPH-10,222), Feb. 1; WPEZ Pittsburgh (BPH-10,262), Jan. 28; KNUS Dallas (BPH-10,231), Feb. 2; WBKV-FM West Bend, Wis. (BPH-10,278), Jan. 28; \*WKGC-FM Panama City, Fla. (BPED-2154), Jan. 28.

## In contest

### Designated for hearing

■ Hollidaysburg and Altoona, both Pennsylvania, **FM proceeding:** Cove Broadcasting Co. and Altoona Trans-Audio Corp. competing for 104.9 mhz (Docs. 21,093-4)—Chief, Broadcast Bureau, designated for hearing to determine which areas would receive primary aural service from proposals and availability of other primary service. Action Feb. 2.

■ State College, Pa., **TV proceeding:** Nittany Communications Inc. for ch. 29 (Doc. 22,108). Action Feb. 3.

### Procedural ruling

■ WRPL(AM) Charlotte, N.C., **renewal proceeding:** Voice of Charlotte Broadcasting Co. (Doc. 20-701)—ALJ Joseph Stirmmer reopened record and scheduled hearing conference for Feb. 15. Action Feb. 8.

### Initial decision

■ Red Lion, Pa. **TV proceeding:** Red Lion Broadcasting Co. (Doc. 18,136)—Chief ALJ Chester F. Naumowicz Jr. granted motion by Red Lion for leave to amend and for substitution of exhibit; dismissed as moot Broadcast Bureau motion and supplements; canceled Feb. 7 conference; granted application of Red Lion, and terminated proceeding. Action Feb. 4.

### Review board decision

■ Bloomington, Ind., **FM proceeding:** Bloomington Media Corp. and Indiana Communications, competing for 96.7 mhz (Docs. 19,813-5)—Review board granted application of Indiana Communications Inc. and denied competing applications. In initial decision released April 20, 1976. ALJ Lenore G. Ehrig found in favor of Indiana. Action Jan. 27.

## Fines

■ Broadcast Bureau notified following licensees of apparent liability for failing to file renewal applications no later than first day of fourth full calendar month prior to license expiration date: for \$25, WELZ(AM) Belzoni, WJMB(AM) Brookhaven, WHSY-AM-FM Hattiesburg, WKXI(AM) Jackson, all Mississippi, KTHS(AM)-KAAM(FM) Berryville, KVMA(AM) Magnolia, both Arkansas, KWLA(AM) Many, La.; for \$100, WLUX(AM) Baton Rouge, KAJN(AM) Crowley, La., and for \$200, KCCL(AM) Paris, Ark. Actions Jan. 25, 31.

■ KDET(AM) Center, Tex.—Broadcast Bureau notified licensee of apparent liability for \$500 for failing to keep logs by employes competent to do so having actual knowledge of facts required. Action Jan. 21.

## Summary of Broadcasting

### FCC tabulations as of Dec. 31, 1976

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,464	7	26	4,497	39	4,536
Commercial FM	2,798	1	74	2,873	153	3,026
Educational FM	844	0	26	870	73	943
Total Radio	8,106	8	126	8,240	265	8,505
Commercial TV	720	1	7	728	37	765
VHF	513	1	3	517	6	523
UHF	207	0	4	211	31	242
Educational TV	241	3	12	256	8	264
VHF	92	1	8	101	2	103
UHF	149	2	4	155	6	161
Total TV	961	4	19	984	45	1,029

\*Special temporary authorization

\*\*Includes off-air licenses

## Other action

■ Mission Viejo, Calif.—Broadcast Bureau changed \*FM assignment to allow use of class A rather than class D facilities. Action was response to petition by Saddleback Community College, licensee of KSBR(FM) there. Effective March 18. Action Feb. 2.

## Allocations

### Actions

■ Anchorage—Broadcast Bureau assigned \*ch. 276A as community's first FM educational channel. Action was response to petition by Alaska Public Broadcasting Commission. Effective March 25. Action Feb. 10.

■ Carpinteria, Calif.—Broadcast Bureau assigned FM ch. 269A as community's first assignment. Action was

in response to petition by Israel Sinofsky. Effective March 25. Action Feb. 9.

■ Washington—Chief of Broadcast Bureau extended to April 4 time for filing responses to petition by Central Virginia Educational Television Corp. to reassign ch. 14 from Washington to Fairfax, Va., and to reserve it for noncommercial use (RM-2808). Action Feb. 3.

■ Maplewood, Georgetown, Celina and Conneaut, all Ohio—Broadcast Bureau proposed assignments of \*chs. 63, 58, 17 and 64, respectively. Action was response to petition by Ohio Educational Television Network Commission. Comments are due March 21; replies April 11. Action Feb. 4.

■ Medford, Ore.—Broadcast Bureau proposed reservation of TV ch. 8 for noncommercial use. Action was response to petition by Southern Oregon Education Co. Southern holds permit for ch. 8, and town already has assignment for \*TV on ch. 18. Bureau requests comments on additional proposal to delete noncommercial reservation for ch. 18. Comments are due March 21; replies April 11. Action Feb. 4.

## Translator

### Application

■ White Pine TV District Number One, Victoria Mines, Nev.—Seeks chs. 10,8 with 1 w each rebroadcasting KCPX-TV, KUTV Salt Lake City. Ann. Feb. 11.

## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance, FCC announced Feb. 8 (stations listed are TV signals proposed for carriage):

■ Franklin County CATV Inc., for Winchester, Decherd, both Tenn. (CAC-07921-2): WZTV Nashville.

■ Lynchburg Cablevision Inc., for Lynchburg, Va. (CAC-07923): WUNL-TV Winston-Salem, N.C.

■ Cable Systems Inc., 120 W. Merchant St., Audubon, N.J. 08106, for Collingswood borough, N.J. (CAC-07924): KYW-TV, WCAU-TV, WTAJ-TV, WPVI-TV, WPHL-TV Philadelphia; WNJS Camden, WKBS-TV Burlington, both New Jersey; WHYI-TV Wilmington, Del.; WOR-TV, WPIX New York.

■ Potomac Valley Television Co., for Cumberland, Bowling Green, Elerstie, Eckhart, Corriganville, Rawlings, La Vale, Mount Savage, Crespatown, all Maryland, Ridgely, Wiley Ford, Fort Ashby, all West Virginia (CAC-07925-36): WTCC Atlanta.

■ Kentucky Cable TV Inc., for Hodgenville, Ky. (CAC-07937): Requests certification of existing operations.

■ Sullivan Cable TV, for Olney, Ill. (CAC-07938): WSNS Chicago; WTTV Bloomington, Ind.; WTCG Atlanta.

■ Coral Springs Cablevision Inc., for Coral Springs, Fla. (CAC-07939): WTCG Atlanta.

■ Laurel Cable TV Inc., for Laurel, Mont. (CAC-07940): WTCG Atlanta and to delete KWGN-TV Denver.

■ Auburn Cable Vision Inc., for Owasco, N.Y. (CAC-07941): WNEW-TV New York; WRCC-TV Rochester; CKWS-TV Kingston, Ont.

■ Ownesboro Cablevision Inc., for Ownesboro, Daviess, both Kentucky (CAC-07942-3): WTCG Atlanta and to delete WDRB-TV Louisville.

■ North Gibson County Cable TV Co., for Dyer, Rutherford, Kenton, all Tennessee (CAC-07944-6). WTCG Atlanta.

■ CSRA Broadcasters Inc., for Appling, Evans, Harlem, Leaa, Martinez, Winfield, all Georgia (CAC-07947-53): WTCG, WAGA-TV, WHAE-TV Atlanta; WATU-TV, WRDW-TV, WJBF Augusta, WCES-TV Wrens, both Georgia; WEBA-TV Allendale, S.C.

■ Vidi-Comm of Saugerities Inc., for Waterloo, N.Y. (CAC-07954): Requests certification of existing operations.

■ Mannington TV Service Co., for Mannington, W.Va. (CAC-07955): WPGH-TV, WQED Pittsburgh.

■ Westerly Cable Television Inc., for Westerly, R.I. (CAC-07956): Requests certification of existing operations.

### Certification actions

■ Live Oak, Calif., Electronic Systems Co.—CATV Bureau granted petition for reconsideration to the extent that its certificates of compliance is amended to authorize carriage of KRCR-TV Redding, Calif. (CAC-6611). Action Jan. 31.

■ Framingham, Mass., Community Cablevision of Framingham Inc.—CATV Bureau granted certificate of compliance to begin operation of new cable system at Framingham (CAC-06814). Action Jan. 31.

■ Poteau, Okla., Transwestern Video Inc. and Van Buren, Ark., TV Cable Corp.—CATV Bureau granted certificates of compliance to add KXTX-TV Dallas, KTVT Fort Worth, and KMBA-TV Kansas City, Mo., to their cable television systems in Poteau and Van Buren, respectively; condition (CAC-06773, CAC-06772). Action Jan. 31.

■ Blairsville Borough, Brenizer, Center Township, Burrell Township, Homer City Borough, all Pennsylvania, Highland Video Inc.—CATV Bureau granted applications to add WOR-TV to its cable television systems at Blairsville borough, Center township, Burrell township and Homer City borough, and to delete WPGH-TV from those systems are granted; granted application to add WOR-TV to its cable television system at Brenizer and denied request to delete WPGH-TV from its Brenizer cable system (CAC-06913-17). Action Jan. 31.

■ CATV Bureau granted following operators of cable TV systems certificates of compliance: Nappanee Cable TV, for Nappanee, Ind. (CAC-06465); Florida TV Cable, for unincorporated areas of Brevard county, Fla. (CAC-07366); TV Cable Merritt Island, for Merritt Island, Fla. (CAC-07367); TV Cable Cocoa/Rockledge, for unincorporated areas of Brevard county, Fla.

(CAC-07368); Badger CATV, for Ladysmith, Wis. (CAC-07375); Cable T.V. Construction Ltd., for Andover, Kan. (CAC-07414); Northeastern Pennsylvania TV Cable Company, Inc., for Archbald borough, Hughestown borough, Abington township, Pittston, West Pittston, Clarks Green borough, Dalton borough, South Abington township, Scott township, all Pennsylvania, (CAC-07417, 65, 24, 60, 26, 56, 36, 63, 36, 64, 39, 59, 40, 58, 44, 57, 45, 67); Coleman TV Cable Co., for Coleman, Tex. (CAC-07515); Clear Picture Inc., for Apple Creek Village, Ohio (CAC-07544); Chaparral Cable TV Co., for Tombstone, Ariz. (CAC-07632); Satellite Systems Corp., for Little Rock Air Force Base, Ark. (CAC-07637); Ohio River Cable T.V. Inc., for Chesapeake (village of), Ohio (CAC-06776); Rolette Cable TV Inc., for Rolette, N.D. (CAC-06926); Sumner-Tutwiler-Webb Cable TV, for Sumner, Tutwiler, Webb, all Mississippi (CAC-07145-7); North Lauderdale Cablevision Inc., for North Lauderdale, Fla. (CAC-07189); North Kent Cable Company Inc., for Cedar Springs, Mich. (CAC-07235); Southwest Cablevision Inc., for specified unincorporated areas of Palm Beach county, Fla. (CAC-07283); Tri-City CATV Company Inc., for Blue Ridge, Ga. (CAC-07291); Flat River Cable Services, for Greenville, Mich. (CAC-07308); Northeastern Pennsylvania TV Cable Company Inc., for Blakely borough, Duryea borough, both Pennsylvania (CAC-07418, 66, 30, 62); Continental Cablevision of Ohio Inc., for Galion, Ohio (CAC-07482); Tele-Vue Systems Inc., for Ross, Calif. (CAC-07507); Grove Video Inc., for Grove and immediately adjacent areas of Delaware county, Okla. (CAC-07534); Tele-Vu Inc., for Grants, N.M. (CAC-07535).

### Other action

■ Corimission directed Magic Valley Cable Vision Inc., operator of cable system at Twin Falls, Idaho, to show cause why it should not be ordered to cease and desist from further rules violations. Action was response to petition by Klix Corp., licensee of KMVT(TV) Twin Falls, contending that Magic Valley had failed to provide nonduplication protection for station's network programing. Action Feb. 3.

## Call letters

### Applications

Call	Sought by
	<b>New TV's</b>
*KOET	Oklahoma Educational Television Authority, Eufaula, Okla.
*KLRU-TV	Southwest Texas Educational Television Council, Austin, Tex.
	<b>New AM's</b>
KFIA	Olympia Broadcasters Inc., Carmichael, Calif.
WVFR	Radio Ridgefield Inc., Ridgefield, Conn.
KBFI	Bonnors Ferry Radio Inc., Bonnors Ferry, Idaho
WENA	Penuelas Broadcasters, Penuelas, PR.
	<b>New FM's</b>
WCRO-FM	Bridlee Broadcasting Corp. Arab, Ala.
*WBMT	Masconomet Regional School System, Boxford, Mass.
WFNN	Communications Properties Inc., Escanaba, Mich.
*WJQL-FM	State University College, Fredonia, N.Y.
*WSCS	Sodus Central School, Sodus, N.Y.
*WLOZ	University of North Carolina at Wilmington, Wilmington, N.C.
KRRO	J.W. Brauer, Ardmore, Okla.
*KACC	Alvin Community College, Alvin, Tex.
KMHT-FM	Radio Marshall Inc., Marshall, Tex.
KMOO-FM	A-C Corp., Mineola, Tex.
*KUPS	University of Puget Sound, Tacoma, Wash.
	<b>Existing TV's</b>
WMBB	WDTB Panama City Fla.
WTVG	WBTB-TV Newark, N.J.
WJKW-TV	WJW-TV Cleveland
KTVL	KMED-TV Medford, Ore.
	<b>Existing AM's</b>
KBNO	KFSC Denver
KSGI	KBUL Wichita, Kan.
WKXX	WTYM East Longmeadow, Mass.
WJAK	WQZQ Jackson, Tenn.
WLPE	WAPL Appleton, Wis.
	<b>Existing FM's</b>
WREZ	WMGZ Montgomery, Ala.

KLPC-FM	KLOM-FM Lompoc, Calif.
KMSO	KITA Modesto, Calif.
WRKI	WINE-FM Brookfield, Conn.
WYNF	WLCY-FM Tampa, Fla.
WWMD	WJEF-FM Hagerstown, Md.
*WSRB	WWVA Walpole, Mass.
WTOO-FM	WOGM Bellefontaine, Ohio
WZZP	WXEN Cleveland
WOAI-FM	KEEZ San Antonio, Tex.
WCPI	WWVA-FM Wheeling, W.Va.
WCXR-FM	WAPL-FM Appleton, Wis.

### Grants

Call	Assigned to
	<b>New FM's</b>
KOCN	Monarch Broadcasters Inc., Pacific Grove, Calif.
KLOQ	Thomas Broadcasting Inc., Sulphur, La.
*WMTB-FM	Mount Saint Mary's College, Emmitsburg, Md.
KWYK-FM	Basin Broadcasting Inc., Aztec, N.M.
KWEY-FM	KWEY Inc., Weatherford, Okla.
KXBO	Ontario Broadcasting Co., Ontario, Ore.
WANB-FM	Commonwealth Broadcasters Inc., Waynesboro, Pa.
WPVG	Ernest Vickers Jr., Huntingdon, Tenn.
KKKK	Tower Power Corp., Odessa, Tex.
WNCS	North Country Communications Inc., Montpelier, Vt.
	<b>Existing AM</b>
WNSR	WLYN Lynn, Mass.
	<b>Existing FM's</b>
KDON-FM	KBEZ Salinas, Calif.
WSWK	WAYK-FM Lehigh Acres, Fla.
WJEZ	WJJD-FM Chicago
KTDY	KPEL-FM Lafayette, La.
WLYN	WLYN-FM Lynn, Mass.
WNJQ	WNWZ Rochester, N.Y.
WRBK	WOBU New Bern, N.C.
WTNO	WDKN-FM Dickson, Tenn.

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**General Manager needed** for small market FM in NW Ohio. Sales ability a requirement and would prefer announcing experience. Salary commensurate with experience. Bonus based on profit. Send resume to Box B-110, BROADCASTING.

**Sales Manager** ... We want a person on the way up who is currently successfully selling radio in a competitive market. We'd prefer you've never been a Sales Manager before. You'll take over our new Western Pennsylvania stereo FM station and make it every bit as successful as our powerhouse AM. Don't bother sending us a photocopy resume ... if you're interested in the job sit down at your typewriter and tell us who you are, where you are, what you've accomplished and why you think you're right for the job. If you can make it work, you'll find we're quite generous. Box B-112, BROADCASTING.

**General Manager**, \$14,000-\$22,000. College degree required. Small market daytimer that moves staff to major markets. Same happens to manager in 2-3 years. Kentucky/Indiana area. Start late March. Box B-124, BROADCASTING.

**Station-Salesmanager for Ohio.** "Super country sound." Automated FM in medium market. Must build and lead separate sales staff and develop station promotions. Salary plus excellent commission. Excellent future with growth company. Send resume to Box B-129, BROADCASTING.

**Attn Management Personnel.** Expand small mid-Florida market. Looking for right experience in management, SALES, and programming. Send resume to Gables Secretarial, Suite D, 110 Giralda Ave., Coral Gables, FL. 33134.

**Aggressive manager** for Christian Radio Station in sunny Florida. Contact Harry Morgan. 615-523-1616.

### HELP WANTED SALES

**Experienced Account Executive** Position available with top Arbitron contemporary station. Station's top billing list is yours if track record warrants. Salary plus commission. E.O.E. Resume, references to Box B-36, BROADCASTING.

**Major market midwest** daytimer needs sales manager. Excellent opportunity for top income. Box B-82, BROADCASTING.

**Central Illinois.** Multi-station market needs a salesperson who wants to be Sales Manager within a year. Excellent income potential. Resume, sales record and present earnings to Box B-102, BROADCASTING.

**Christian station** in western, warm, sunny climate needs salesperson who also has sales management potential. Excellent opportunity. Box B-123, BROADCASTING.

**Opportunity to grow** with new N.E. station as sales manager. Right person is experienced, ambitious, cooperative. Dynamic station needs dynamic sales manager! E.O.E. Box B-125, BROADCASTING.

**If you're qualified** to join our "on the way up" Country Music Station as an expert radio time salesperson ... you'll work in a prime Northern California Recreation area. Equal Opportunity Employer. Send Resume. Box B-152, BROADCASTING.

**Wanted:** Aggressive, experienced, dedicated salesperson to sell FM-Adult Contemporary in Western Colorado. Excellent growth market, company benefits, and earning potential. Send Resume to KQIX Radio, PO Box 340, Grand Junction, CO 81501. E.O.E.

### HELP WANTED SALES CONTINUED

**Executive sales position** available with KXTV effective immediately. Experienced individual required. Job requires a thorough background at national level either as station national sales manager or national representative sales manager or sales rep. Applicant without this experience but with extensive local TV sales experience would be considered. Working knowledge of BIAS computer is desired but not a requirement. Equal Opportunity Employer. Contact: Jack Clifford, KXTV-Channel 10, P.O. Box 10, Sacramento, CA 95801 (916) 441-2345.

**Newsperson—WOAI Radio** has opening for reporter-editor. Sports background preferred. Tapes to: John Barger, GM, WOAI Radio, 1031 Navarro, San Antonio, TX. 78205. E-O-E.

**Midwest Family station** seeks bright problem solving sales person on the way up. Strong on creativity with ability to write and sell campaigns. Our 13 station group offers career opportunity for eventual management and working ownership. WYFE/WKKN, 1901 S. Shaw Rd., Rockford, IL 61111.

**Afraid?, of competitive selling,** then don't waste our time. Looking for two professional time sales persons. Age or sex no consideration; production is! Good company benefits—room to grow. E.O.E. Send resume to Robert Boutin, Drawer FF, Edna TX 77957. 512-782-3515.

**Expanding Weekly Newspaper** seeks energetic salesperson. Radio and/or newspaper experience, will train right person. 609-447-4311 or write Box 349, Newport, WA 99156.

**Sales Manager** for new Country Music FM at beautiful Lake Tahoe. Must be self-starter, well organized, and not afraid of cold calls. Chance for advancement with growing company. Excellent opportunity for ambitious young person or a nice place to settle down for a hard working old pro. Guarantee: \$700 per month, paid health insurance. E.O.E. Send resume to Eric Hauenstein, c/o P.O. Box 4227, Mesa, AZ 85201.

**Midwest, FM Sout** is looking for experienced Salesperson. To join area's top sales team. Golden opportunity for a self-starting professional to grow with growing station in Nation's 11th largest city. At least one year's experience in middle-large market a must. If you're willing to give 120% you may be the one for us. Contact GM at 317-923-1456.

**Dynamic Salesperson** For MOR station in central Florida. Contact Harry Morgan 615-523-1616.

**Custom Jingle House** seeks station connections for mutual sales assistance. Fast ammo for your next pitch. No clubs. No strings. PMW Box 947 Bryn Mawr, PA. 19010 215-525-9873.

**Sales manager** for Wisconsin resort area. Fine opportunity for aggressive young person or retiree. Some announcing required. Salary, commission & override. 312-584-1248 after 7 p.m.

**Warm & Beautiful** Monterey, CA. Highly rated 24 hour contemporary covering Carmel, Pebble Beach, Salinas and Santa Cruz has an opportunity to earn \$20,000 per year. Must be successful, professional, ambitious salesperson with outstanding record in local sales. Call Mike Schultz 408-373-1234 9 to 6 p.m. P.S.T. or 408-649-3757 after 7 p.m. P.S.T.

### HELP WANTED ANNOUNCERS

**Strong Drive-Time,** experienced personality for Contemporary MOR. Full-time. Dominant station in good market. Mid-Atlantic State. Good production, too. First phone. Equal Opportunity Employer. Contact: Box B-11 BROADCASTING.

**Modern Country DJ** PD-promo person wanted. Experienced and ready to work hard with a middle market winner. Resume to Box B-52, BROADCASTING.

### HELP WANTED ANNOUNCERS CONTINUED

**If you know rock** and want to join a top rated Midwest middle market station for good bread send a resume to Box B-53, BROADCASTING.

**Maryland Small Market Station** has announcer opening. Also, part time sales opportunity. Box B-80, BROADCASTING.

**Morning drive Announcer/Chief Engineer** for well established Mid-Atlantic non-directional daytime C&W. Fine opportunity. Salary commensurate ability. Send resume, requirements to Box B-108, BROADCASTING.

**Talk Show Host.** Midwest. Must have major market, major station experience. Box B-143, BROADCASTING.

**Personality Radio Announcer/Newsreader**—Maybe it's the impossible we search for. KCMO Radio, an equal opportunity employer, M/F, is conducting a search for an individual to join our morning programming. Successful candidate must have a passion for life, current events and his fellow man; and have the background and experience to convey his or her enthusiasm on the air ... radio. Express your interest in the job and Kansas City in a letter first. Please no tapes or phone calls. Address: General Manager, KCMO Radio, 125 E. 31st Street, Kansas City, MO, 64108. Our people are aware of our specs.

**Experienced announcer** and good copy writer. Must type. Permanent position. Beautiful California city near the Sierras. Send complete resume and tape to KONG AM & FM, Visalia, CA 93277. An equal opportunity employer.

**AM/FM Combo** in medium college market in sunny south needs announcer who can also do production. Contact Mgr. KRUS/KXKZ Box 430 Ruston, LA 71270.

**Experienced Disc Jockey** who can do Production including writing copy wanted for Western Massachusetts Station. Send Resume and Tape to: A. Robert, W-A-R-E, 90 South Street, Ware, MA 01082

**Soul Station.** Need experienced jock with program director experience also. If you can put it all together you may be our new PD. Send tape, resume, salary to David Oliver, WNOO, P.O. Box 5156, Chattanooga, TN 37406. An EOE.

**Live AOR Stereo FM.** Automated AM needs mature, experienced, personable communicator. Tape, resume, salary requirements to: WOXO-WXIV, P.O. Box 72, Norway, ME 04268. Also seek applications for news director.

**MOR Personality Station** has two immediate openings for experienced communicators, good production is a must. Be a big fish in our pleasant little pond. We offer you an excellent future with our chain and good money. Rush your tape and resume to Paul Wagner, WRMT, PO Box 283 Rocky Mount, NC 27801.

**Beautiful Music Station** in Illinois' second largest radio market is looking for a staff announcer. Must have smooth voice and reading ability, production experience, and third endorsed. Send letter, resume, and tape to: John Neal, WSIV AM&FM, 28 S. 4th St., Pekin, IL 61554.

**Nationally recognized 50,000 watt** modern country music radio station seeking mature, experienced, drive time air personality. Excellent fringe benefits and starting salary. Send complete resume and tape to: P.D. Johnny Gray, WYDE RADIO, 2112 11th Ave. S. Birmingham, AL 35205. Equal Opportunity Employer.

**Wanted ... Announcer** for afternoon shift. Strong on production. Send tape and resume to WYTI Radio, PO Box 430, Rocky Mount, VA 24151.

**N.E. Top 40/Adult AM** has opening for experienced drive time announcer. Extra Pay for 1st ticket or sales experience. Send tape and resume to Post Office Box 1913, Atlantic City, NJ 08401.



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**HELP WANTED ANNOUNCERS  
CONTINUED**

**Cincinnati MOR needs** warm communicative announcer to work evenings. Must have good production talent. Tape & resume to Steve Drake, WLQA, P.O. Box 37346, Cincinnati, OH 45222. Susquehanna Broadcasting Equal Opportunity Employer.

**Wanted Dependable Announcer** with some experience. News & board work. 314-586-8577 for Mgr.

**Illinois top rated C & W station** looking for female or male DJ for air shift. Experience preferred. Excellent opportunity with good Co. benefits. Send tape and resume to General Manager, 820 Myers Bldg. Springfield, IL 62701. EOE.

**Smooth CW announcer**—Virginia small market. Some production; sales if desired. Ideal rural community to settle. raise family away from big-city hustle. Excellent benefits and stability with top-rated station. Call John Fox, weekdays, 10:30-5, 804-292-4146.

**Immediate opening** for full-time announcer in North Eastern Michigan's vacationland. WIOS, 523 Meadow Road, Tawas City, MI 48763. 517-362-3417.

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**HELP WANTED TECHNICAL**

**Chief engineer. Excellent** working conditions, automation. Stereo, audio. Creative and willing to handle the total plant. Midwest. Box Z-161, BROADCASTING.

**Chief engineer** for Florida station to handle all aspects of technical installation, operation and maintenance. Experience with directional antennas essential. Good pay and benefits. Send resume to Box A-185, BROADCASTING.

**Asst. Chief Engineer** for midwest network affiliate. Prestigious group broadcaster. Position requires FCC 1st. Experienced with transmitter and studio maintenance. RCA equipment. Capable of administering technical staff. An Equal Opportunity Employer. Send resume to Box A-254, BROADCASTING.

**Chief Engineer** for expanding Southern broadcast company. Must be familiar with both AM and FM Stereo Transmitters, and automation equipment. Will be expected to oversee operations in two cities, 160 miles apart. Excellent benefits, congenial working conditions. Send background, qualifications, references, salary requirements to Box B-83 BROADCASTING.

**Chief Engineer** for FM Beautiful Music Stereo Station in Texas. Must be familiar with Automation equipment, and transmitter maintenance and repair. Ability to announce preferred. Send resume, references to Box B-84, BROADCASTING.

**Chief Engineer. FM stereo** with beautiful, modern facilities seeks an engineer to join our progressive, fast-growing operation. A fine opportunity for a good staff engineer looking for his first chief's position. Southern New England. Box B-90, BROADCASTING.

**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-128, BROADCASTING.

**Major market 100,000 watt FM** contemporary looking for chief. Excellent pay and benefits. Must be sharp! Box B-155, BROADCASTING.

**Experienced Chief Engineer** for three small market radio stations located in Northwestern Ohio. Position requires FCC 1st. Some air work or sales helpful. Send resume to Box B-170, BROADCASTING.

**Chief Engineer-experienced** and qualified AM/FM Stereo. Contact Walt Roberts, WNCO, Ashland, OH. 419-289-2605. EOE.

**AUDIO ENGINEERS:** The King Broadcasting Radio Group is accepting applicants for current and future engineering openings. Applicants must be technically experienced in AM and FM broadcast. Audio expertise essential, digital expertise desirable, EE degree desirable for some positions. If you would like to live and work in the beautiful Pacific Northwest, send resume and requirements to: King Broadcasting Radio Group, c/o Harrison Klein, Box 24525, Seattle, WA 98124.

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**HELP WANTED TECHNICAL  
CONTINUED**

**Kentucky-AM/FM** looking for engineer. Some announcing. Will help train the right person. Call Jim Ballard. 606-248-5842.

**University of Louisville** needs first phone staff engineer. Duties split between 35kw stereo, public radio station and repair of audio-visual equipment. Requires 2 years related experience. Television experience helpful. Opportunity for advancement. Salary \$10,070, 37-hour work week, plus benefits. Resume to: University Personnel Services, 105 W. Brandels, Louisville, KY 40205. An Equal Opportunity Employer.

**Chief, with announcing ability** for Western Washington small market station. Equal Opportunity Employer. Male-Female, Call Dick Pust at 206-943-1240 between 9:30 am and 11:30 am PST only.

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**HELP WANTED NEWS**

**News person wanted** for Midwest AM-FM local news dept. Box Z-130, BROADCASTING.

**News Editor. Creative. Innovative. Investigative.** Experienced in small-medium market local issues and problems. West-central. EOE. Write Box B-81, BROADCASTING.

**Assignment Editor** for top 60 market. College degree in journalism or related field plus five years experience in reporting and assignment or producing necessary. Applicants should have strong supervisory experience coupled with ENG knowledge. An Equal Opportunity Employer. Send resume and salary requirements to Box B-113, BROADCASTING.

**Reporter/Photographer**—three years experience in all phases of reporting with experience in anchoring a definite plus. An Equal Opportunity Employer. Send resume to Box B-114, BROADCASTING.

**Our News Department is No. 1** and we intend to remain there. An upcoming opening will require a person who won't accept mediocrity, and has a track record to prove it. Our friendly Midwest city needs another ace. Can you handle it? Box B-130, BROADCASTING.

**Newsperson for award-winning** New Mexico 50 Kw. Experience and ability to gather and deliver local/regional news. Send tape to Dyan King, KBCO, Box 670, Roswell, NM 88201.

**News/Talk KCNW** is expanding its successful Kansas City format. We're looking for a drive-time anchorperson and a talk show moderator. Excellent on-air presentation, a solid broadcasting background, and a desire to win are musts. Send aircheck and resume immediately to operations manager, 6230 Eby Street, Shawnee Mission, KS 66202. First Class license helpful. KCNW, a Starr Broadcasting Station, is a Equal Opportunity Employer.

**Statehouse Beat** reporter plus on-air anchor needed for strong award-winning news team. Resume and tape to David Ahrendts, News Director, K-L-M-S Radio, PO Box 81804, Lincoln, NE 68501.

**Radio News Vacancies at WHA Radio.** 1. Local Affairs Reporter: provides coverage of local public policy issues. 2. General Assignment Reporter: produces radio news reports and longer radio features of an interpretive, analytical nature. 3. PM Producer/Editor: supervises WHA newsroom in afternoon and evening. 4. Producer/Host, Telephone Programming: produces and hosts statewide telephone forum program. 5. State Editor: generates news and feature material from all parts of state except capital. Qualifications: vary from advanced degree and one year's experience in broadcast journalism to three to five years' experience in broadcast journalism. Candidates with at least one year full-time experience at a CPB Qualified Public Radio Station preferred. Salaries range from \$9,800 to \$13,500. Application deadline March 4, 1977. Write for application and details to: Jack Mitchell, Station Manager, WHA Radio, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

**Newsperson:** Experience a must! Strong background in gathering and writing essential. Not a rip 'n read operation, we want a hustler. Tape and resume to Mike Kase, WHUT, Box 151, Anderson, IN 46015. 317-644-1255. An Equal Opportunity Employer.

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**HELP WANTED NEWS  
CONTINUED**

**Ambitious, Hard-hitting** reporter, unending curiosity, dedication to excel. Not afraid to work or step on toes. Can tell Joe Lunchbucket what he wants and needs to know clearly. Advancement opportunity. RTNDA award-winning news dept. Doug Breisch, WIZM Z-93, La Crosse, WI. 608-782-0650. A Mid-West Family Station.

**Director of News,** public affairs wanted for central Virginia AM. Send resume, tape, requirements, Box 5085, Charlottesville, VA 22903.

**Immediate opening for News Director,** strong on Human Interest and Actualities. Telephone, Talk, MOR. 5,000 Watts. Good Pay for Performer. Tapes and Resumes to J. C. Smith, WJPS Radio, Box 3636, Evansville, IN 47735. EOE.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

**Bus Mgr/Bkpr.** Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box A-60, BROADCASTING.

**Continuity Director:** Imagineers wanted. Do you want a creative challenge? We've got it waiting for you in the midwest. But ... you've got to be experienced in all phases of creative copywriting. You'll also need the ability to administer your department with efficiency. It's a big job for someone with big ideas. Send resume and copy writing samples with first letter to Box B-37, BROADCASTING.

**Sports producer/director** wanted for southern market. Experienced in baseball, hockey, basketball. Send resume to Box B-145, BROADCASTING.

**Highly competitive,** fast growing N.E. contemporary Now No. 1. Looking for research oriented PD for PM drive. Must be able to work with management as well as jocks. Good pay, new facility, nice area. Medium market experience required. Box B-146, BROADCASTING.

**Wanted experienced continuity-production man.** Must be organized and creative and able to handle promos and spots for AM-FM operation. Good change for promotion. Sound like you? Send resume, picture, and salary requirements to Box B-151, BROADCASTING.

**AM/FM combo in medium college** market in Sunny South. Needs top production person for copy/production. Send tape, resume, reference to Mgr. KRUS/KXKZ Box 430, Ruston, LA 71270.

**Producer-Director** with minimum 2 years experience in all phases of production. Seeking mature person with growing ability. Send resume and references to: T.J. Vaughan, Vice President, Programming and Operations, WAND-TV, PO Box 631, Decatur, IL 62525. An Equal Opportunity Employer.

**Coordinator of instructional production services for WHA radio.** To assist in the design and writing of instructional audio materials, to prepare cost estimates for instructional audio productions, to serve as producer of instructional productions, to participate in WHA adult programming. Bachelor's degree. Demonstrated ability in radio/television script writing and instructional program design, and/or radio production. Candidates with at least two years' full-time experience at CPB qualified radio station preferred. Salary: \$14,000. Application deadline March 15, 1977. Write for application and details to: Jack Mitchell, Station Manager, WHA Radio, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

**No FCC License?** Tried every way but the right way? It's time for Genn Tech. Free catalog. Home study. 5540 Hollywood Blv., Hollywood, CA 90028.

**Radio Production Director:** responsibility: editing, continuity, program design. Sensitivity to religious broadcasting required. Contact: Rev. George Von Kaenel, Sacred Heart Program, 3900 Westminster, Saint Louis, MO 63108 (314) 533-0320.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS, CONTINUED**

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**Public information specialist for WHA radio.** Responsible for preparation and distribution of all news and information for WHA Radio. Bachelor's degree in journalism, or five years experience in the communications field. Strong skills in writing and editing; knowledge of advertising; ability to work effectively with the media; ability to plan and coordinate special events; ability to work with volunteers; knowledge of broadcasting would be an advantage. Salary: \$9800. Application deadline May 1, 1977. Write for application and details to: Jack Mitchell, Station Manager, WHA Radio, University of Wisconsin-Extension Telecommunications Center, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

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**SITUATIONS WANTED MANAGEMENT**

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**Jock, PBP, Sales,** sales manager, station manager, general manager. Understanding. Experience. A proven leader. 20 years know-how. Looking for permanent top spot. Let's talk. Box A-238, BROADCASTING.

**Station Rebuilder Available Now.** General manager with sincere successful record and background interested in Gen Mgr, Sales Mgr or Business Mgr with reliable company. Box B-7 BROADCASTING.

**General Manager: Experienced** competitor able to get job done. Top credentials. Stable and sober. Box B-32 BROADCASTING.

**In radio 18 years,** 2 sales. Married. 36. 9 years current job. Box B-33 BROADCASTING.

**1st Phone Major Market experience—**Family man—Ambitious Self Starter. Experience: Master Control to VI Editing. Box B-68, BROADCASTING.

**Want to manage a medium** or small market MOR in the Midwest. 20 years proven success. Still employed. Box B-115, BROADCASTING.

**General manager—**5000 watt medium market station. Available due to recent ownership change. Very strong in sales-programming. Good reputation in broadcast industry. Knows FCC rules. Good track record. Community involvement. Box B-135, BROADCASTING.

**Selling GM—**Excellent track record and references in sales, administration and programming. Box B-141, BROADCASTING.

**Solid pro, experience** all phases radio. Good announcer. BS degree Broadcasting. 3rd endorsed, ready to move up to management, (OM or better) creative, thorough, hard working. Box 34254, Memphis, TN 38134.

**Sales Manager desires** a better major market opportunity. 26, 5 years major market experience. Call nights, 717—675-4016.

**Award Winning Major** market and network program director wants to consult for your station. Reasonable fee. Paul Mitchell. 215—638-9425.

**General manager with 20 years** management experience. Available in March. Credentials: WCOG, Greensboro; KTHH, Houston; WKIX, Raleigh; WRUN, Utica, Communications graduate. Presently employed. All correspondence kept confidential. Hal Vester, Audiofonics, Inc., 1101 Downtown Blvd., Raleigh, NC 27603. 919—781-4811.

**Station or sales management** with strong incentive program desired by growing broadcast professional with a broad background. Am capable of selling and communicating and building a staff to do the same. 816—646-6538 evenings.

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**SITUATIONS WANTED SALES**

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**Co-Op Pro.** Campaigns, Packages, Bust Doors Open. Northeast/Mid-Atlantic. R.A.B. only. Box B-64, BROADCASTING.

**Experienced broadcaster with 6 years** in radio sales seeks new challenge! Prefer small or medium market! Box B-134, BROADCASTING.

**Station or sales management** with strong incentive program desired by growing broadcast professional with a broad background. Am capable of selling and communicating and building a staff to do the same. 816—646-6538 evenings.

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**SITUATIONS WANTED ANNOUNCERS**

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**DJ, 3rd phone,** tight board, good news and commercials, ready now! Anywhere. Box H-5, BROADCASTING.

**Intelligent midwest announcer** looking for new experience in Interview-talk radio. Friendly but not gabby. Entertaining. DJ-Announcer experience. 3rd endorsed. Box A-274, BROADCASTING.

**Intelligent, creative determined** announcer wants challenge in Beautiful Music, MOR, or News/Talk Format. Excellent voice and writing skills. Call Charles Tatter at 804—727-2751 or write Box B-92, BROADCASTING.

**Capable PBP announcer,** 4 years experience, seeks employment for coming baseball season, and next hockey and basketball season. Can double on news. Have tapes, resume. Box B-94, BROADCASTING.

**Country announcer/music director.** Looking. Experienced. Third. Box B-101, BROADCASTING.

**4 years in radio** as PD, MD. Looking for DJ position at contemporary, medium or major market station. Box B-116, BROADCASTING.

**Seeking advancement—in** Northeast. Four years diversified experience. Two years announcing & air show, Top 40. Two years newscasting, reporting, writing. Dependable. Single. Box B-127, BROADCASTING.

**Experienced DJ,** production, news. Trained, college grad. 3rd endorsed. Reliable. Gary Axelbank, 212—543-9667, Box B-144, BROADCASTING.

**Have had two years** in a small market on air and sales. Have First phone ... Desire to return to MOR operation. Box B-149, BROADCASTING.

**Broadcaster, experienced** in all phases of Country and MOR radio, including programming and music. If you can afford a true professional send details. Box B-166, BROADCASTING.

**DJ, 25, 3rd endorsed,** some commercial experience, college, seeks adult contemporary, T40 AOR, etc. Will relocate. Resume, tape, Frank Cavaliere, 31-38 74th St. Jackson Heights, NY 11370. 212—446-8694.

**Northeast Adult Top/40** Personality, 1 year Small Market, 3rd Endorsed. Norman. 212-629-1169.

**Good pipes, looking** for placement in small market. 3rd endorsed. College degree. Hard working. Send for tape and resume. Bob Hamilton, 4826 High Meadows Terrace, Racine, WI, 53406.

**New Jersey Area—**Looking for evenings and/or weekends. 5 years experience. All formats. News or programming. Must be within commuting distance of central Jersey. 201—985-7655.

**California first phone** seeking AOR, progressive country. Programming and sales experience, too. Bob, 714—983-6420.

**Third endorsed.** First job. Good voice, presentation. Honest. Go anywhere warm! "Rik" Ward, 515 Delaware Rd., Buffalo, NY 14223. 716—877-5129.

**Sports PBP—**walking Encyclopedia on major sports. Hi-school & College experience. 1st phone, recent Bdcst. school grad. Prefer location in western U.S. Will consider others. Write 2273 W. 241st St., Apt. A, Lomita, CA 90717 or call Terry at 213—530-4737.

**Radio-Television graduate** seeking a position in Christian Broadcasting. Well rounded Broadcast Education: 2½ years Professional Experience; Interested in sound recording. Graduation in August. Send for resume to: Tom Tompkins, 1250 Josey No. 15, Huntsville, TX 77340. Please send job description.

**Dedication,** four years experience. Good news, excellent jock, super excellent sportscaster. Willing to relocate. 517—224-2273.

**Talented, enthusiastic, female DJ,** needs first break to prove herself. Communications graduate, will relocate anywhere immediately. Call Karen 303—442-0913. 2940 19th Street, Boulder, CO 80302.

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**SITUATIONS WANTED ANNOUNCERS  
CONTINUED**

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**South Florida:** seven years 3rd endorsed, AM-FM-TV, announcing all formats, news, production, Program Director, Music Director, trained in sales and research, B.A. Communications. Former law student now learning multi-track systems at Criteria Studios seeks career position. Call: Bob Parna 305—595-6848.

**DJ/Sportscaster/Newscaster** with one year experience and 1st phone. Age 26, veteran. Not afraid of hard work. Will relocate. Mike Opito, 411 South Elm St., Windsor Locks, CT 06096. 203—623-6914.

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**SITUATIONS WANTED TECHNICAL**

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**Eight years in** broadcasting. Past four years as chief in medium and major markets. Experienced in directional FM stereo. Studio maintenance, Automation. Ed Jurich, 11177 N. Kendall, Apt. H206, Miami, FL 33176. 305—271-4687.

**Experienced Engineers** will provide professional radio remotes in Indiana. We supply equipment. Box 1347, Bloomington, IN 47401.

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**SITUATIONS WANTED NEWS**

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**Female sports director,** MA, 3 yrs. major college PBP, talk-show host, good production. 3rd endorsed. Single. Ready to join your sports staff now. Anywhere. Box A-230, BROADCASTING.

**News Director-Digger** strong interviews. Cramped in small market. Need growth opportunity in larger market. Box A-270, BROADCASTING.

**Wonder Woman. One** year NYC O&O newscaster-writer; some AP Audio; two years reporting New Jersey station; two years print; one year cable TV. Seek media/PR/Advtg spot. Northeast. Box A-275, BROADCASTING.

**Editor—newsmen. Mature** family man out because of NIS failure. College grad experienced in all phases broadcasting, including several years as AP Broadcast Editor. Tell me what you need. Box B-54, BROADCASTING.

**This New York City** FM News Director will join or lead a top-flight news operation. Northeast and Washington-area preferred. Box B-131, BROADCASTING.

**Small College FM Sportscaster** looking for 1st break upon graduating. 3 years PBP Football/Basketball. 2 yrs SD. 3rd endorsed. 3 yrs MOR, Contemp. DJ. Conscientious. Prefer Northeast, but will relocate. Box B-142, BROADCASTING.

**Major Market News Director.** Seeking solid operation where employees are more than just payroll numbers. Take charge professional with 20 years news and programming experience. 1st Phone. Box B-154, BROADCASTING.

**Aggressive news director** wants more challenging job. Currently in small market. Not just a good voice. Can get the story, and write to fit any format. Also actualities and public affairs interviews. Not afraid to make waves. Self-motivated. Drop me a line. I'll get in touch. Box B-156, BROADCASTING.

**Qualified, experienced, industrious** degreed journalist seeking position in medium market. Long term. Let's talk: 408—243-7075.

**News writer with 3 years** experience, including public affairs and production. Open to established and growing markets. 3rd endorsed. Call Stan Froelich. 212—526-1831, day/night.

**Hard-nosed, serious,** experienced, literate news director, commentator, journalism B.A. seeks post. 216—454-4150.

**News writer/Reporter.** 2 years experience. NYC suburb. Want permanent position. Medium-Major Market. College grad. 516—536-7338.

**News woman:** Currently working medium market-M.S. Broadcast Journalism—Seeks challenging position. Call mronings: 804—231-1698.

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**SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS**

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**Aggressive, first phone production person** desires new challenge. Creative producer; commercials, promos and specials. Added extra—light on-air engineer. Excellent references. Prefer northeast, but will relocate. Box A-269, BROADCASTING.

**Medium market caliber top 40 jock** ready to program. Have learned from the best. Box A-280, BROADCASTING.

**Successful Major/Med Market MOR** to top 40 Program Director air talent. 20 years known success track record. Super heavy air work AFTRA or otherwise. Awesome references. All FCC licenses. Available now. Box B-86, BROADCASTING.

**Organized, experienced PD/MD/PA DIR/NE.** Large air. 7 years all formats. Know automation, FCC, cost, community involvement. Top flight copy/production/promotion. People-sales oriented. Married. Seek solid growth opportunity; group preferred. All situations considered. Anywhere ... Box B-136, BROADCASTING.

**Attention Denver!** Hate ascertainment? I'll do ascertainment and work closely with minority groups, while performing other station duties. Box B-153, BROADCASTING.

**WANTED. Rewarding Challenge.** Creative, dedicated professional. Former ABC, major market and award winning program director. Paul Mitchell. 215-638-9425.

**If you're screaming,** selling bubble gum and cokes, forget it! If you want a communicator, not just a disc jockey then I may be your man. Let's not start by being "pen pals"—call Mark at 805-733-1401. If we relate, geographics are no problem. No small markets.

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**TELEVISION**

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**HELP WANTED MANAGEMENT**

**ENGINEER III—Public Television Network.** Ability to perform difficult duties in maintaining, repairing and operating electric equipment such as: operating and making major repairs on video tape recorders, color cameras, intercom and audio systems and other equipment associated with the production, distribution and presentation of Public Television Broadcasts. Assume responsibility for the proper repair and maintenance of equipment and observation of Federal rules and regulations. Schedule and supervise less experienced engineers in the repair of the more complex equipment. Evaluating audio and video signals and filing daily quality reports; perform video and audio sweep measurements and performance measurements on studio systems. Merit Requirements: Certificate in electronics or related course; 2nd Class License as issued by the FCC for studio work and 2 years of full time paid employment in operating, maintaining and/or repairing complex electronic equipment. Strong background in solid state and digital electronics. CONTRACT—RENEWABLE. Contact: Personnel Office, Iowa Public Broadcasting Network, PO Box 1758, 515-281-4566, Des Moines, IA 50306. An Equal Opportunity Employer.

**Manager of film production department** for public television station in East. Administrative, financial, personnel, technical supervision of multi-million dollar activity in large shop. All major productions; no news. Extensive relevant experience required. Send resume, references, and narrative of personal history to Operations Manager, WGBH Educational Foundation, 125 Western Avenue, Boston, MA 02134. Equal Opportunity Employer.

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**HELP WANTED SALES**

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**Chief Engineer For Video Tape Production Company** South East. All responses will be held confidential. Write Box B-88 BROADCASTING.

**Wanted: Sales representatives** to sell in your region for a videotape production facility in the southeast. The facility offers commercial, industrial, training and program production for broadcast and closed circuit. Experience and contacts are necessary. All replies will be held confidential. Box B-106, BROADCASTING.

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**HELP WANTED TECHNICAL**

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**Ready for advancement?** California broadcast equipment maker looking for radio or TV transmitter operating and maintenance people, with first class phone and minimum 3 years experience. Customer service-dealing daily with broadcasters, chief engineers and consultants before and after sales, making proposals, and working with our field sales force. Minimum travel. Salary open. If you have engineering experience and are looking for more challenging work, please mail resume with salary history in full confidence to Box A-194, BROADCASTING.

**Transmitter Supervisor** for a new VHF satellite TV station operating at full power in Michigan's Upper Peninsula. Transmitter experience required. Equal Opportunity Employer. Write Box A-281, BROADCASTING.

**Major television group** looking for the very best in programming management. We are particularly seeking bright and concerned people running or assisting in running smaller program departments who want to move up to large markets. If you have already begun your management career and want to make an important move we are ready to talk to you. Women and minorities encouraged to reply. Box B-63 BROADCASTING

**Director—Experienced directing** fast paced Newscasts. Also board work, audio and video. Major southeast market. We are an equal opportunity employer. Send resume and salary requirement to Box B-93 BROADCASTING.

**Operating engineer** with first class FCC license. Great Lakes area. Send resume and salary requirements. Equal Opportunity Employer. Box B-126, BROADCASTING.

**Tape Maintenance Engineers** with VR1200 experience and schooling for top market TV station and production house. FCC First Class required. Box B-150, BROADCASTING.

**Maintenance/installation Eng.** Join leading public broadcast VHF/FM operation. Latest ENG, time code editing, Quad, helical VTR's plus new studio to install. Min. 5 years state of the art video electronics. Good salary. Call Dir. of Eng., 904-354-2806, or write WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer. M/F.

**Studio maintenance supervisor** needed at once to maintain studio equipment. PC 70 VR 1200. CDL 1260 switcher, etc. Must be experienced, E.O.E. For information call collect Russ Summerville, WNDU-TV, 219-233-7111.

**Broadcast (TV) Engineers** for employment in the Middle East. Five to seven years of heavy maintenance and A.S.C. B.S.C. or equivalent required. Experience with IVC 7000 cameras and Thomson equipment preferred. Please send copies of resume and certificates to: Beta Service Intl., Shelard Tower, Suite 1340, Minneapolis, MN 55426.

**Studio maintenance engineer.** Full-time installation, maintenance and modification of top line studio and film cameras, videotape machines, switchers, editors, ENG equipment, microwave and transmitter equipment. First class license and actual maintenance experience required. Contact CE at 517-755-8191.

**Chief all phases** immediate opening, expanding in New Jersey. Min. 5 years experience required. Salary 18-25K. Call station management 201-325-2925. E.O.E.

**Chief Engineer** to direct technical operations for VHF station in top 50 market. Good educational background and supervisory experience necessary. Salary negotiable. Contact: WRAL Channel 5 TV, P.O. Box 12000 2619 Western Boulevard, Raleigh, NC 27605. Personnel Department, 919-828-2511. An Equal Opportunity Employer.

**Studio technician—First class FCC license.** Studio operations and light maintenance. Send resume to WRDW-TV, Drawer 1212, Augusta, GA 30903 or contact Don Smith C/E 803-278-1212. An Equal Opportunity Employer.

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**HELP WANTED TECHNICAL CONTINUED**

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**Maintenance engineer** with first class FCC license for equipment maintenance at a Western New York television station. Experience with RCA television broadcast equipment required. Call Chief Engineer at 716-773-7531. Equal Opportunity Employer.

**Opening master control** and video tape operator/technician. Minimum 3 years experience in commercial TV station engineering operations. First class license required and EOE employer. Call or write T. Arthur Bone, 25 Calamore Blvd., East Providence, RI 02914. 401-438-7200.

**Needed for work** in Saudi Arabia Broadcast (TV) Engineers, five years experience. First Class FCC License. Experience with IVC and Thomson equipment, helpful but not necessary. Please call collect 612-544-5666.

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**HELP WANTED NEWS**

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**E.O.E. number one station** in top 50 southeast wants experienced enterprising reporter who can shoot SOF and edit; and experienced SOF cameraperson/editor who can report. Both must be fast moving and turn out two to three professional stories a day. If you need training, do not apply. Resume and references required. Salary \$175.00. Box A-256, BROADCASTING.

**Director of news—Must have broad experience** all phases of local and network television news. NYC location. Our staff is aware of this ad. All replies confidential. Box B-148, BROADCASTING.

**TV Station in high-ranking market,** looking for journalists with solid reporting experience who can reinforce our people-oriented news theme. Anchor and reporter positions available. Send resume, photo, and state position preference. Box B-160, BROADCASTING.

**News Director.** Experienced at all levels of TV news with proven management skills who is ready to lead a large staff toward solid growth. Send detailed resume. Box B-161, BROADCASTING.

**Sports and Weathercaster.** Two openings in a top-fifty market: Evening news sports anchor capable of commentary, interviews, play-by-play and analysis with strong writing ability. Meteorologist or knowledgeable weather person. Each must have on-air experience. Send resumes and photos. Box B-162, BROADCASTING.

**TV News Producer/writer/assignment editor** opening. Must be experienced in these areas and ready to move into larger news department. Send writing samples and resume. Box B-163, BROADCASTING.

**Reporter/Producer.** Take charge type. Minimum 2 years commercial experience. Shoot & edit ENG. Produce top rated newscast. Some reporting. Resume only. Robb DeWall, KOTA-TV, Box 1760, Rapid City, SD 57709. EOE

**Meteorologist** with certification and warm on-air delivery for medium market station. Will prepare and deliver weather for early and late newscasts, some booth audio, some community involvement. Resume and tape to Ian Pearson, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808.

**We're looking** for an aggressive street reporter with at least one year of commercial experience. If you're a self starter who can use the medium to get the message across, we're interested in talking with you. No beginners. Send samples of your street work and a resume with your first response to: Bob Jordan, News Director, WFTV, Box 999, Orlando, FL 32802.

**Newsfilm Editor** to edit news inserts, with opportunities for news series work. Experience on single system steenbeck editing preferred; newsfilm experience required. Send resume and salary requirements to Barbara Matusow, WMAL-TV, PO Box 311, Washington, DC 20008. Affirmative Action/Equal Opportunity Employer.



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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Production/Operations Manager.** Need experienced, creative individual who can also handle people well. Good growth opportunity for right person. An Equal Opportunity Employer. Reply to Box B-165, BROADCASTING.

**West Palm Beach, FL,** ABC Network V looking for right promotion director with an eye for quality. Applicant must have past record of producing PROFESSIONAL on-air spots, as well as outdoor, print and special projects. Send resume to WPEC, PO Box 8325, West Palm Beach, FL 33407.

**Producer/director** with heavy emphasis on commercial production. Extensive experience required, including knowledge of film, location shooting, remotes. Sample reel will be requested. Contact Tom Scott, WTCN-TV, 441 Boone Avenue, Minneapolis, MN 55427. 612-546-1111. EOE.

**Promotion Director** for major S.E. NBC affiliate. Must have extensive experience in sales and audience promotion and publicity. Creativity and the ability to work well with other departments important. A chance to grow with a major broadcasting company. Contact Steve Currie, WSFA-TV, PO Box 2566, Montgomery, AL 36105. Supply complete resume and salary requirements. An equal opportunity employer, M/F.

**TV Assistant—One** year production experience, fluent in Spanish with Hispanic background. \$4.40 to \$5.34/hr. Send resume training and experience by February 18, 1977, to: Classified personnel department, Clark County School District, 2832 East Flamingo Road, Las Vegas, NV 89121.

**Teaching position** open fall 1977. Ph.D. or A.B.D. in broadcasting, college teaching and professional radio and television experience essential. Assignment includes management, programming, TV production, introductory courses. Position involves active participation in faculty services, extensive counseling, publishing and research. Assistant or associate professor rank. Salary open. Apply to Dennis A. Harp, Director of Telecommunications, Box 4710, Texas Tech University, Lubbock, TX 79409. An Equal Opportunity/Affirmative Action Employer.

**Director of special projects** and development for WHA radio and television. Responsible for research, coordination writing and presentation of WHA Radio-TV and University of Wisconsin-Extension Telecommunications Center broadcast and non-broadcast program production projects to potential funding agencies. Bachelor's degree preferred. Minimum of three years successful work experience in preparation and presentation of major grant proposals at the national level, plus a demonstrated successful record of obtaining funds from governmental, foundation and corporate sources. Demonstrated broadcast continuing education and public broadcasting development knowledge and experience preferred. Written and oral communication skills essential. Salary minimum: \$21,000. Application deadline March 15, 1977. Write for application and details to: Ronald Bornstein, General Manager, WHA Radio-TV, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.

**Television Traffic Coordinator**—for instructional television. Complex traffic for open broadcasting and cable television. Salary: \$9,960. Apply: Personnel, Department of Education, 6401 Linda Vista Road, San Diego, CA 92111. Phone 714-292-3714. Application Deadline February 28, 1977.

**Writer-producer needed** for VHF public TV station in Midwest university town. College degree plus two years experience required. \$9,360 to start with excellent fringe benefits. Affirmative Action, Equal Opportunity Employer. Job description and further information available. Write: Don Swift, 52 E. Gregory Drive, Champaign, IL 61820.

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**SITUATIONS WANTED MANAGEMENT**

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**I want to anchor!** Top Ten market talk-show host and anchorman desires solid anchor position. Young, Exciting, Intelligent Box B-29 BROADCASTING.

**Having management problems?** Small market group manager wants bigger challenge. Proven track record. 19 years sales, news, programming, renewals and cable experience. Excellent education and references. Western U.S. preferred, but all areas considered. Box B-104, BROADCASTING.

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**SITUATIONS WANTED ANNOUNCERS**

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**Former Major League Baseball Announcer** with major college basketball, football and hockey experience, to relocate with sports minded radio and/or television station. Can offer broad experience; exciting, accurate play by play; award winning sports shows and hard work. Box B-164, BROADCASTING.

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**SITUATIONS WANTED TECHNICAL**

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**General Sales Manager** in medium market seeking relocation. Creative, young and an effective quality competitor. Strong major market experience in sales and management. Self-starter with proven record of success in achieving revenue objectives. Box B-50 BROADCASTING.

**First Phone, desires** maintenance, xmtr or studio, East/Box B-65 BROADCASTING

**1st Phone Major Market** experience—Family man—Ambitious Self Starter. Experience: Master Control to Vt Editing, Box B-68, BROADCASTING.

**Director/Switcher** with First Phone desires position as Technical Director, Operating Engineer, or Major Market Cameraman. 8 years TV experience. Box B-118, BROADCASTING.

**News is my life**—Add life to your news! A news pro, ready to anchor and/or report. Currently, top rated news radio morning drive anchor and part time TV, both in top 5 market. A 13-year veteran at 32! Current with ENG. Box B-122, BROADCASTING.

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**SITUATIONS WANTED NEWS**

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**TV News Director** immediately available for medium market in the East or number two slot in major market. Mature, dependable, results oriented and sensitive to community issues. Box A-244, BROADCASTING.

**Amherst '76** Magna Cum Laude looking for entry-level television news position. Strong college print background, Capitol Hill Reporter for syndicated columnist. Eager to learn challenging job. Good catch. Will relocate. Box B-17 BROADCASTING.

**Editor-Writer** with assignment and production experience. Prefer writing, though, because in the beginning, and end, is the word. Box B-67 BROADCASTING.

**Meteorologist. Young, Professionally** clear and personable delivery of the weather. Radio and TV experience. VTR available. Box B-72 BROADCASTING.

**Female 20's Purdue** grad looking for news job in television station. Media background in medium market. Anchor/reporter slot wanted and will relocate to get serious news responsibilities. Market size no problem as long as position has opportunities for advancement. Resume and VTR on request. Box B-85, BROADCASTING.

**Successful news director** seeks to relocate in south or west medium market. Superb credentials. Intelligent, thoughtful news management for solid, professional stations only. Experience upgrading all aspects of news operation, product. Box B-87 BROADCASTING.

**Meteorologist. AMS** seal. An experienced professional that is able to communicate at the viewer's level and knows the value of public relations. Box B-158, BROADCASTING.

**Female anchor/reporter**, 2 yrs. medium market, MA, Film & ENG experience, wants to move. Box B-159, BROADCASTING.

**News photographer: Aggressive** and experienced in filming, editing 16mm. Seek to learn ENG. Strong electronics interest. Film and VTR available. Call 616-538-7744. J.L. Keener, 642 SW 36th, Wyoming, MI 49509.

**Aggressive black reporter** seeks position in competitive market. Experienced, talented and hard worker. Dependable, too. Degree. Tape available. Call 609-667-6570.

**Science-weather reporter.** VTR, top references. Good appearance, delivery. Don Paul, 212-869-1166; 275 Hoym St., Ft. Lee, NJ. 07024.

**Seeking quality? Experienced** innovative and personable broadcast meteorologist highest credentials. Charlie Gertz 919-453-2803.

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**SITUATIONS WANTED NEWS  
CONTINUED**

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**Sports Director** 3 1/2 years college credit, one year television, two years radio, both with PBP. 3rd class ticket. Super recommendations. Call 304-422-7416.

**Sports Anchor/Reporter.** 4-year pro in television and radio sports currently in midwest medium market. Look at my aircheck before you hire. Bob Prisman, 3036 LaSalle, Rockford IL 61111. 815-877-5036.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Assistant director/producer**, B.S. Communications. Under a year's commercial experience; willing to work way up in production. Creative, dependable and eager for break. Box B-60, BROADCASTING.

**Production specialist:** Direct, Switch, Audio, Lighting, Camera, Projection, Film, ENG; BS, MS, 26, Creative, Ambitious, Intelligent; Management Potential, Excellent References. Now. Box B-109, BROADCASTING.

**Highly skilled director:** 8 years excellent production background. Studio, remote, live, film, tape, ENG. Now directing top rated newscasts. Prime interest is directing weekday news. Seeking position with strongly competitive, top market station. Tapes available. Box B-120, BROADCASTING.

**Major Northeast Market V.P.** and Television Production Director seeks similar or Producer/Director position. Market size not important, climate and security primary considerations. Extensive Film and VTR background. Agency experience. Excellent references, resume, demo, etc. Discreet replies to all inquiries. Box B-132, BROADCASTING.

**Creative Directing** or studio and remote production, i.e.; (film, ENG.) 3 yrs experience, commercial, educational and Cable, seeks position Northeastern US. Steve Sattler, 269 Capitol Ave., Meriden, CT 06450.

**College grad, presently** employed: Studio, control and on-air experience, seeks challenge and change. John F. Rice 1452 Beall Avenue, Wooster OH 44691 216-264-2447.

**Dedicated, young, college graduate** looking for entry-level television production position. Strong college and PTV production experience. Will relocate anywhere for right opportunity. Gary Gootzil, 48 Draper Street, Springfield, MA 01108. 413-737-5236.

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**WANTED TO BUY EQUIPMENT**

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**Want to purchase** used stereo automation system. Automatic logging optional. Please supply details of equipment, when purchased, and price asked. Box A-195, BROADCASTING.

**Towers in Southwest**, guyed, self-support, in air, on ground, all heights. 214-455-1402.

**Paul Schafer wants** to buy Schafer 800, 902, 903 automation systems used, also Ampexes and recent transmitters in good condition. Phone 714-454-1154 or write Schafer International, 5801 Soledad Mtn.Rd., La Jolla, CA. 92037.

**Wanted:** 1. Mark III Video Headwheels 10 ML for Ampex VR 1100. 2. Microphone Boom & perambulator. 3. Marconi Mark V-B/W Cameras. 4. 1 VR 1100 Ampex with intersync and Editor. Call: E. Panos 312-784-5000 days, 312-675-7544 evenings or write 2334 West Lawrence Avenue, Chicago, IL 60625.

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**FOR SALE EQUIPMENT**

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**Film Processor**, Good condition. Houston Fearless mini with tanks and mixer. T. Frank Smith, Jr., KRIS-TV, PO Box 840, Corpus Christi, TX 78403.

**TV tower and line** for sale: stainless G-4, 400 foot tower now supporting 7,000 pound RCA antenna. Guy cables and saddles included. Fully galvanized and painted and less than seven (7) years old. Also, 25 sections of RCA 6-inch transmission line, bullets and hangars, \$22,500. Contact M.D. Smith, IV, Manager, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801 or phone 205-539-1783.

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#### FOR SALE EQUIPMENT CONTINUED

**Build your own TV and radio production equipment.** Easy, inexpensive plans covering audio consoles to chroma key and time base correctors. \$1.00 brings our catalog listing over 100 projects. Don Britton Enterprises, PO Box G, Waikiki, HI 96815.

**Color Mobile Van, 26', 3 Norelco PC-70 Cameras, Ward Switcher, McCurdy audio, complete, ready for use.** \$120,000.00. Matec, Inc. 205-956-2200.

**2-Akai VTS-150B** complete ENG systems, excellent condition \$4500 each. 1-Akai spare camera for VTS-150B system also excellent \$2200. We can supply the TBC and put you on the street with ENG for less than \$25,000. Call us now. GRV Systems Inc., 2370 Vinton St., Huntington, WV 25701. 304-525-2633.

**Gates "President" 8** channel console, good condition, \$2,300. Maze Corporation. 205-956-5800.

**Collins 5KW transmitter, 830-E. Stereo. Perfect.** Tuned and tested your frequency. \$8,900. 601-362-2790 after 5. J. Boyd Ingran, PO Box 2154, Jackson, MS 39205.

**UHF TV Transmitter—12 KW** by GE. Call 815-964-4191 or 815-965-9600.

**Switcher—American Data ADC 556** with Chroma Key. Call 815-965-9600 or 815-964-4191.

**Spare Color Tubes** for TK-26 film chain camera (no optics) and TK-26 CCU. Best offer. Call 815-964-4191 or 815-965-9600.

**RCA Switchers—two Custom RCA PMS 10** Switchers for both production and operations use, incl. rack equipment and cable. call 815-964-4191 or 815-965-9600.

**Audio—Ampex 601 2-track** with two amp/speakers. Four SHURE 565 dual-impedance mics, mic stands, 500' mic cable, RCA studio monitor-speaker. Call 815-965-9600.

**IVC 1 VTR Machines—one 879C, one 760,** with TRI Editor. Low hours. Call 815-964-4191 or 815-965-9600.

**UHF Transmitter—30 KW** GE television transmitter call 815-964-4191 or 815-965-9600.

**(2) RCA TR-22** Quads, high band Color VTR machines, with Monitors, rack equipment, manuals. Call 815-964-4191 or 815-965-9600

**(22) Motorola MV30 Transmitters;** (33) Motorola MV30 Receivers; (10) Motorola MV20 Transmitters; (19) Motorola MV20 Receivers. These units are in excellent condition and can be purchased as complete system or as individual components. American Microwave & Communications, Inc., 105 Kent Street, Iron Mountain, MI 49801

**(3) RCA TK-42** Color Cameras, with cam heads, ccu's, remotes, racks, approx. 600' camera cable. Two have RCA/Houston Fearless TD-9B-C motorized pedestals, one with RCA/Fearless tripod and dolly. With RCA color monitor, manuals. Call 815-964-4191 or 815-965-9600.

**CBS dynamic presence equalizer, Model 4500** New. Improve your sound \$495 312-956-1548.

**Two Schafer 1200, Schafer 800, Two IGM 500,** CDC Sequential. All reconditioned, new reels, new carousels, and more. Contact Broadcast Specialties, 206-577-1681. Longview, WA.

**3 High Band RCA TR-22 Video** Tape Machines. 1 RCA TVM-1 Microwave System. Including dishes and 200 ft. of hookup cable. Contact Bill Brister, C.E. WGNO-TV, 504-522-6211.

**Autogram stereo automation.** Just three years old, in excellent condition. Contains three Revox decks, two random select carousels, two single cartridge players and control drawer. Includes one stereo cartridge recorder with 150 hz auxiliary tone for recording commercials. System was purchased to execute beautiful music format but will handle any reel to reel music. AUTOGRAM can supply parts or update if needed. Price \$10,000 cash. Contact Charles Fletcher, WLIN, Jackson, MS 601-982-7336.

#### FOR SALE EQUIPMENT CONTINUED

**RCA TP-6 and Eastman 275** Projectors needed. MATEC, Inc. 205-956-2200.

**Color Mobile Van, Stripped, 34', Cab Over, Excellent** Condition, Must Sell Immediately. \$20,000. MATEC, Inc. 205-956-2200.

**Color mobile van, network used, complete and** ready for service, no VTR's, complete inventory on request, priced for quick sale at \$120,000. MATEC, Inc. 205-956-2200.

**Volumax 400 AM Limiter.** Excellent condition, 4 available, \$325. Gordon K. Kapes, WRUR Radio, Rochester, NY 14627.

**GE Transmitter, 3 kw., modified for use with** 4CX5000 finals. Usable as a standby transmitter; operational when taken out of service. Not stereo. \$1000, plus shipping. Contact Chuck Warren, Fountain Valley School, Colo. Spgs., CO 80911. 303-392-3461.

**Two new Revox A-77** professional tape recorders Nr. 1102, 2 track stereo with pre-amp, under warranty. \$600 each. Contact: Carlos McNeill, Rt. 2, Box 722E, Lenoir, NC 28645. 704-758-0067.

#### COMEDY

**Deejays: New, sure-fire comedy!** 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 2786-B West Roberts, Fresno, CA 93711.

**Original comedy for radio entertainers.** Free sample! OBITS, 366-C West Bullard, Fresno, CA 93704.

**Hundreds have renewed!** We guarantee you'll be funnier. Freebie! Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

#### MISCELLANEOUS

**Prizes! Prizes! Prizes!** National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc.,

**Amateur singers wanted** for new record company. Call 212-247-8500. Demo fee required.

#### INSTRUCTION

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin Feb 14. 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.

**Our 40th year!** Complete radio production and announcing training. Don Martin School of Communications! Six fully equipped, modern radio studios. Full time resident studio & classroom instruction by media experienced professionals. Classes monthly, V.A. approved. 7080 Hollywood Blvd., 5th Floor, Hollywood, CA 90028. 213-462-3281. Not a "workshop" or "seminar", but fully qualified and approved school.

**First Class FCC license** in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8010 Blue Ash Road, Cincinnati, OH 45326. Telephone 513-791-1770.

**Omega State institute, FCC first class license and** studio training. 90% placement success! 237 East Grand, Chicago. 312-321-9400.

**No: tuition, rent!** Memorize, study—Commands "Test-Answers" for FCC first class license—plus "Self Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348, San Francisco, CA 94126. (Since 1967).

**1st class FCC, 6 wks, \$450.00** or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

**A.T.S. 152 W. 42 St., NYC. 212-221-3700.** Vets benefits. A 16-year track record of success.

#### INSTRUCTION CONTINUED

**Cassette recorded First** phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia, St. Louis, Los Angeles. Our twentieth year teaching FCC license courses. Bob Johnson, Radio License Training, 1201 Ninth, Manhatan Beach, CA 90266. Telephone 213-379-4461.

## RADIO

### Help Wanted Management

**We are seeking a general manager** with heavy sales experience to operate a small market AM-FM that are part of a group. We own large market stations and advancement is possible. We offer the opportunity for earning an equity position in our corporation. Send resume, salary requirements to Box B-107, BROADCASTING.

**Aggressive salesmanager** needed for Eastern Pa. medium market AM station. Must have proven ideas and track record for generating sales and be capable of building and training sales staff who will be given complete control of department. \$15,000 plus override. First year capability easily \$25,000. Box B-111, BROADCASTING

### Sales Manager:

Top 40 market, group owner. We are looking for a strong manager to guide, direct, develop, train, and motivate our sales staff. Manager will assist general manager in regional and national selling efforts. Manager must have working knowledge of ratings, budgeting, traffic, and standard business procedures. Manager will be a planner and analyzer. Strong opportunity for advancement. Send resume and salary requirements to:

Donald S. Kane  
Vice President, General Manager  
WJAR-AM  
176 Weybosset St.  
Providence, R.I. 02903

### Help Wanted Announcers

**If you're good** at jockeying and production and anxious to connect with the number one Top 40 rocker in Toledo, contact Bunkie Anderson at WOHO immediately. E.O.E.

419-255-1470

### Help Wanted News

**Broadcasting faculty member, start fall 1977.** Should have an interest in teaching news writing, production, cinematography. Professional experience desirable. Masters or Ph.D. Salary competitive. Special academic year appointment; no assurance that appointment will lead to permanent tenure-leading position. Contact Larry Walkin, Chairman, Broadcast Sequence, School of Journalism, University of Nebraska-Lincoln, Lincoln, Neb. 68588. An equal opportunity, affirmative action employer.

**Help Wanted News  
Continued**

**BAY AREA RADIO STATION**

IS LOOKING FOR A CREATIVE NEWS PERSON WITH JOCK BACKGROUND. THIS PERSON MUST HAVE THAT SPECIAL ABILITY TO BECOME PART OF THIS PERSONALITY STATION.

SEND TAPES AND RESUMES TO:

RONNI RICHARDS  
K L O K RADIO  
P.O. BOX 21248  
SAN JOSE, CA 95151

AN EQUAL OPPORTUNITY EMPLOYER

**Help Wanted Programing,  
Production, Others**

**MOR PROGRAMMER**

Major syndicator searching for a successful, talented MOR programmer. The rapid expansion of our company has created this rare opportunity for the right person. You should presently be employed in a responsible programming position. You must have a minimum of 5 years PD experience. Your knowledge of MOR music must be total: a solid background of traditional/standard plus a thorough familiarity with today's Adult-Contemporary music/artists. You must be systems and detail oriented with good follow-through. Knowledge of automation helpful. Your references must stand extensive examination. If you can offer all of the above, then we offer an exciting position with a dynamic group. This is a unique, solid position with one of the industry's leading syndication firms. We have excellent company benefits, including Profit Sharing. Send a complete resume in your first letter. Reply:

Box B-133, BROADCASTING

**Assistant Production Director**

General Electric Broadcasting, Co.  
WGY/WGFM

Currently accepting applications for position of Assistant Production Director. Individual should have minimum five (5) years broadcasting experience, excel in creativity, have a good technical knowledge and be a "detail" man. *This is a career opportunity!*

Tapes and resumes to: Lee Fowler, WGY Radio, 1400 Balltown Road, Schenectady, New York 12309. An Equal Opportunity Employer.

**Experienced weathercaster for  
week-end newscasts.**

Booth shift remaining three (3) days. Rush Resume and air check tape to Program Director, WSM-TV, Box 100, Nashville, TN. 37202. An Equal Opportunity Employer.

**Help Wanted Programing,  
Production, Others  
Continued**

**CHIEF PROMOTION WRITER/  
DIRECTOR OF COMMUNICATIONS**

Fast growing consumer entertainment medium seeks a broad-gauged, creative strategist with excellent promotion writing skills, thorough knowledge of the advertising strengths of all media, and practical experience in developing persuasive programs in print, broadcast, and direct mail.

This key position offers an attractive salary, comprehensive benefits, and excellent potential for advancement.

If qualified, please reply in confidence to our recruiting consultant:

Box B-97, BROADCASTING

**Help Wanted Technical**

**KTLA  
GOLDEN WEST VIDEOTAPE DIVISION  
MAINTENANCE ENGINEERS**

Expansion of syndicated and network program production facilities and acquisition of new technical equipment require the addition of two highly qualified maintenance engineers; one for videotape, one for general engineering.

Familiarity in videotape should include all major AMPEX machines, VR-2000, AVR-1, ACR-25 as well as time code editing and SLO-MO equipment.

General engineering experience should include PHILLIPS and RCA live cameras, RCA telecine, GRASS VALLEY switching and terminal equipment.

Both positions require demonstrable experience of five or more years. Digital schooling or experience is very desirable including knowledge of DEC and DG minicomputers. FCC 1st Phone required.

Salary range from 24-28K with excellent benefit and retirement program.

Please send complete resume and salary history to Edward H. Herlihy, Director of Engineering KTLA, 5800 Sunset Blvd. Hollywood, CA 90028.

KTLA is an equal opportunity employer—M/F

Because of rapid corporate growth and a dramatic increase in our business, **CCA Electronics Corporation** is in immediate need of skilled personnel in the following areas:

**AM-FM-TV transmitter design engineers**

These positions are for experienced professionals with proven ability in high power transmitter and solid state design technology.

**Broadcast sales administrators**

We require experienced broadcast engineers with radio and/or television background, good organizational skills desiring growth into a sales career. Successful candidates should have polished communications skills and a desire to work with broadcasters and their product requirements.

Please reply with resume, salary history and any pertinent details to CCA Electronics Corporation, 176 Jersey Avenue, Gloucester City, New Jersey, Attn: Mr. Art Silver, or feel free to visit us at Booth 201, Sheraton Park during NAB.



## Situations Wanted Management

**Major-Market TV Sta Mgr** seeks mid-size market CM position. News, pgrm, re-search, promo and sales. BG with top references. Super bottom-line history. Replies confidential. Box B-70 BROADCASTING.

### **Selling General Managers Position Wanted:**

20 years experience. Looking for my first general managers position. Small/medium market. 41, family, honest, stable, 1st. Phone. Must be long term, take charge position. Personal interview required. Possible investment.  
Box B-137, BROADCASTING

### **GENERAL MANAGER**

Solid background in SALES and MANAGEMENT. A seasoned radio pro. Community involvement. Powerful motivator. My name and track record speak for themselves. Now GM of station with incredible growth record—seek northeast station owner who takes his station seriously and wants it in capable hands. Box B-167, BROADCASTING.

## Situations Wanted Announcers

### **Adult Personality Who Understands Moderation**

Currently morning drive in Top 30 market. Seeks responsible Country, Adult Contemporary, or MOR. Call 716-873-6858 or write Box B-117, BROADCASTING.

### **IT TAKES A POLISHED PER- SONALITY ...**

Smooth and articulate pro for Adult Rock/Contemp. MOR. Tight and top of things. A journeyman.  
Bob Mason/(518) 943-2032  
We Deliver

## Situations Wanted Technical

### **MINORITY CHIEF ENGINEER**

Of Top 50 Network Affiliate seeking new challenge in equipment sales. New England Territory preferred.  
Box B-103, BROADCASTING

## Help Wanted Management Continued

# Manager

### **Technical Operations**

One of the nation's leading communications corporations has a highly visible administrative position for a professional who can supervise diversified broadcast engineering technical capital projects. Will also modify and improve current technical equipment... participate in long-range project planning... and interface with engineering personnel at both corporate and divisional levels.

Ideal candidate will complement in-depth knowledge of audio, video, RF and digital systems with an engineering degree and 5 or more years experience. 1st class FCC radio telephone license required.

Salary fully commensurate with experience and qualifications. We also provide excellent benefits and the potential for advancement to other engineering functions within the corporation. Position is based in New York City. Send resume including salary history to:

Box B-169, BROADCASTING. An equal opportunity employer, m/f

## TELEVISION

### **Help Wanted News**

### **NEWS EDITOR/ANNOUNCER (Also Need Reporter)**

California, medium-size market, network station has immediate opening for *experienced* TV news person to serve as News Editor. Will also cover an assigned "beat." Must be qualified for some anchor work. Salary up to \$15,000—depending on experience and anchor capabilities.

Reporter position also calls for TV news experience, shoot, edit, etc. If qualified to serve as anchor sub, so much the better. Salary in \$10,000-\$11,500 range. Company has excellent fringe benefit plan.

AN EQUAL OPPORTUNITY EMPLOYER M/F

If interested and experienced in TV news, send *complete* resume (in strict confidence) including work-salary history to:

Box B-157, BROADCASTING

### **Help Wanted Sales**

### **LOCAL TV SALES OPPORTUNITY WANE-TV, FT. WAYNE**

**A Corinthian Station, A CBS Affiliate**  
Here's an excellent opportunity for an aggressive self starter to build a meaningful sales career.

We prefer two or three years of broadcasting sales experience, but drive, enthusiasm and a strong, positive sales approach are your most valuable assets for the position.

Resume and compensation history, please to:

Mr. Joe Tonsing, Local Sales Mgr.  
WANE-TV  
2915 W. State Blvd.  
Ft. Wayne, Indiana 46808  
An Equal Opportunity Employer

### **Help Wanted Management**

Major television group looking for the very best in programing management. We are particularly seeking bright and concerned people running or assisting in running smaller program departments who want to move up to large markets. If you have already begun your management career and want to make an important move, we are ready to talk to you.

Women and minorities encouraged to reply.  
BOX B-45 BROADCASTING

### **Help Wanted Programing, Production, Others**

### **ARE YOU THE BEST?**

We're looking for on-air communicators for the Group-W Stations' **Evening, The MTWTF Show** especially in Baltimore, Pittsburgh and Philadelphia. We're looking for people who are as adventurous as this new prime time show has been—fresh people who know how to make stories and who love to tell them. We're looking for the best. If that's you, don't phone, send an audition cassette with letter to...

Evening Executive Producer  
KPIX

2655 Van Ness Ave.  
San Francisco, CA 94109  
An Equal Opportunity Employer

**Help Wanted Progaming,  
Production, Others  
Continued**

**TV Personnel  
Needed**

Religious Broadcaster has continuing need for experienced, professional personnel in all areas of TV programming, production, engineering, promotion, advertising and accounting. Minimum 3 years of experience in major markets.

Box B-139, BROADCASTING

**Situations Wanted Management**

**STRONG**, experienced, TV general sales manager, with excellent track record with dominant stations in Top 10 Markets looking for position. Experienced both in affiliated and indie operations. Will increase your sales at the highest possible unit rates. Finest of references. Reply in confidence.

Box B-121, BROADCASTING

**Situations Wanted News**

**News is my life  
Add life to your news!**

A news pro, ready to anchor and/or report. Currently, top rated news radio morning drive anchor and part time TV, both in top 25 market. A 13-year veteran at 32! Current with ENG.

Box B-122, BROADCASTING

**NEWSMAN TURNED SCHOLAR  
WANTS RETURN TO TV CAREER**

Educated, but no egghead! 28, married, ambitious self-starter. B.A. Journalism (Radio-TV-Film), Master of Education, Doctoral study underway. Have had sixteen months experience as TV newsman with network affiliate. Morning anchor, general news, news features, film, writing, editing, some talk show, some sports. Broadcast excellence awards. Some special interest radio for American community abroad. Want news, public affairs, educational programming, or related position. PTV or commercial. Career oriented. Long-term employment desired. Presently University employee. Write Box B-147, BROADCASTING.

**Situations Wanted Progaming,  
Production, Others**

**Looking For a Better Air  
Image and Fewer Discrepancies**

I have over seven years experience in television and fourteen years in the broadcast industry as Producer, Director, Operations Supervisor, Video Switcher, First Class engineer, audioman, videotape operator, projectionist, cameraman, studio lighting, remotes, and a degree in Communications at a University where I was invited back to teach. I must be reliable, six years at one station. The kicker, I'm only 29. Reply Box B-168, BROADCASTING.

**Audience Research**

**INCREASE SALES**  
with a customized PRS audience survey  
... from \$329.<sup>00</sup>

Professional Research Services



6806 S. Terrace Rd. Tempe, Az. 85283 (602) 839-4003

**Miscellaneous**

For Powerful Year-Round Promotions  
**AMERICAN FLAG KITS**  
3' x 5' Double-Stitched Flag  
W/6 Ft. Jointed Metal Pole & Accessories  
Made in U.S.A.  
Immediate Delivery  
**FLAG  
HEADQUARTERS**  
for All Media  
Write or call Today  
for Catalog Sheet  
**ATLAS FLAG CORPORATION OF AMERICA**  
Eldorado, Ill. 62930 + 618/273-3376

**Progaming**

**EASTER IN THE  
FOOTSTEPS OF JESUS**

30 min. Radio special direct from Jerusalem  
Perfect for quick local sale. Details: MARK II,  
8071 El Extenso Ct. San Diego, Cal. 92119.

**Buy-Sell-Trade**



**CHARGE-A-TRADE**

Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs. **FREE BOOKLET AVAILABLE • CALL TOLL FREE 800-327-5555(except Florida)**

3081 E. Commerce Blvd. Ft. Lauderdale, FL 33308 (305) 491-2700  
FT. LAUDERDALE • MEMPHIS, OR • DALLAS • N.Y. • ATLANTA • GREENVILLE • E. COVINGTON

**Employment Service**

**THE BEST JOBS**  
are often EXCLUSIVELY referred to us!!  
SEND FOR YOUR FREE ISSUE!!



Box 1115, Daytona Beach, FL 32019  
We're the new guys who do more.  
Nationwide openings every week for announcers, news, sales, PDs & engineers. \$10 (12 issues—3 mo.) \$20 (50 issues—12 mo.)  
Compare FREE!! Then subscribe!!

**STATIONS!! YOUR ADS ARE FREE!**  
**904-761-6920**

**Equipment For Sale**

**BARGAINS**

Have automation equipment available at fantastic bargains. Send stamped self-addressed envelope for list to: George Spelvin, KSTT, Inc., P.O. Box 3788, Davenport, 52808.

**FOR SALE**

One SPOTMASTER 610B TELCO and one 605B TELCO, all solid-state, with 15 channels contained in upright steel mobile cabinet. Also a supply of spares (circuits) and a 500B RECORDER-PLAYBACK, a PORTAPAK 1, and cartridge winding equipment, plus mikes, assorted accessories, and wiring diagrams. Used only 6 months. Original cost \$10,000. Located in Boston. MAKE OFFER. Phone (617) 426-7868.

RECRUITMENT ADVERTISING, INC.  
PARK SQUARE BUILDING,  
BOSTON, MASS. 02116

**Wanted To Buy Equipment**

**WE WANT TO BUY A GOOD, RECENT  
30 KW UHF TRANSMITTER**

UHF station owner, are you increasing power on your UHF station?

Are you using a recent 30 KW transmitter for a stand-by?

Will offer top price.

**CONTACT BOX A-273  
BROADCASTING**

**Wanted To Buy Stations**

**San Juan, Puerto Rico**

Metropolitan AM

Cuadros & Cuadros

P.O. Box 621

Old San Juan, Puerto Rico 00902

**Top Money Through Terms**

Owner-operator to be, experienced in all phases. Majority Interest. South preferred.

Box B-119, BROADCASTING

**Wanted To Buy Stations  
Continued**

**Small Market AM, AM-FM stations** in Idaho, Nevada, Washington, or Northern California. Experienced radio and newspaper group. All replies kept in strict confidence. Write Stan Leshner, P.O. Box 837, Meadow Vista, CA. 95722.

**Principal** looking for Midwest or Sun-belt station priced at \$850,000 or less. Contact Bayard M. Grant, 127 W. 10th St., Kansas City, MO 64105.

**For Sale Stations**

**LARSON/WALKER & COMPANY**  
Brokers, Consultants & Appraisers  
Los Angeles Washington

Contact:  
William L. Walker  
Suite 508, 1725 DeSales St., N.W.  
Washington, D.C. 20038  
202-223-1553

**MICHIGAN**

1,000 Watt AM Daytime  
Pre-Sunrise—Fully Automated

**BOX A-237,  
BROADCASTING**

**MEDIA BROKERS  
APPRAISERS**

RICHARD A.  
**SHAHEN** INC.  
435 NORTH MICHIGAN • CHICAGO 60611  
**312-467-0040**



**NEW YORK STATE**

Power daytimer in small market is C&W outlet for substantial metro area. Prompt sale desired to settle estate. Asking \$200,000 including valuable real estate.

Long-established fulltime power AM in one of the better northeast top-50 markets. Profitable history. Internal matters require sale. Asking \$1.7 million including valuable land. Terms negotiable. **Contact associate Ken Chapin for details on either of these properties at 1100 Malden Road, Syracuse 13211 or call Ken at (315) 454-4144.**



**Brokers & Consultants  
to the  
Communications Industry**

**THE KEITH W. HORTON COMPANY, INC.**

1705 Lake Street • Elmira, New York 14902  
P.O. Box 948 • (607) 733-7138

**For Sale Stations  
Continued**

**The  
Ted Hepburn  
Company**  
Media Brokerage/Appraisals  
P.O. Box 42401 Cincinnati, OH  
45242  
Phone 513/791-8730

MW	Metro	Daytime	\$425K	\$124K
SE	Med	Fulltime	\$500K	\$145K
NE	Med	AM/FM	\$450K	\$130K
MW	Small	AM/FM	\$200K	\$ 58K
West	Metro	FM	\$500K	\$145K

Atlanta—Boston—Chicago—Dallas  
New York—San Francisco



**CHAPMAN ASSOCIATES**  
nationwide service

1835 Savoy Drive, Atlanta, Georgia 30341

- 1,000 W daytimer in metro area of about a million. Billing about \$210,000. Real estate. Terms. On river in the South.
- 5,000 Watt profitable daytimer. Single station market within 75 miles of Chattanooga. Billing about \$120,000. Terms. \$290,000.
- Class "C" stereo in Miss. 1,182,000 population in .05 MV/M coverage area. Terms.
- AM/FM in Miss. Small town. Sales about \$120,000. \$168,000 cash.
- AM/FM in southern Indiana. Small town. Coverage area about 140,000. Real estate.
- Fulltime AM within 60 miles of Washington, D.C. Small town, \$400,000. 29% down. Billing about \$200,000.
- 3,000 Watt FM in small West Tenn. town. The only station in county. \$65,000. About \$25,000 down to qualified buyer.
- AM/FM in central Tenn. \$280,000. Terms.
- Great daytimer within 40 miles of Charlotte, N.C. Good real estate. \$300,000. Terms.

**BUSINESS BROKER ASSOCIATES**  
615-894-7511

*Smith Cooper Associates*

**CABLE TELEVISION • PAY TV**  
Management • Marketing • Engineering  
Financial Studies • System Analysis  
Division of Associated Utility Services Inc.  
510 Kings Highway North, P.O. Box 3200  
Cherry Hill, NJ 08034 • (609) 482-0057

**AT NAB—Pick Congress**

Let's Talk About

**Available FLORIDA Stations**  
**REGGIE MARTIN** Media Broker  
(305) 361-2181

731 S. Mashta, Key Biscayne, Fla. 33149

**FOR SALE STATIONS**

WTBJ Radio  
Monticello, Florida  
H. L. Townsend, Jr.  
Box A, Parsons, TN 38363  
901-847-3621

**STATION FOR SALE  
IN SOUTHWEST GA.**

1,000 watt-daytime  
Box 850-Albany, Ga.

**For Sales Stations  
Continued**

**5000 Watts  
Fulltime  
East Coast**  
\$363,000 down  
11 Year Terms  
In reply include bank  
Box B-105, BROADCASTING

**Daytime AM** exclusive to growing Rockies market. Fully automated. Needs active owner-manager to appreciate billing potential. \$100,000. 29% down. Excellent terms.  
Box B-138, BROADCASTING

**TEXAS POWERHOUSE!**

Class "C" FM in tourist area. Stereo. Active or inactive with \$20,000 minimum. Please send resume if active. Group situation.  
Box B-140, BROADCASTING

**PROFITABLE MAJOR MARKET  
COMBINATION**

Fulltime AM and successful FM Stereo. Extensive assets .... excellent ARB. Substantial cash required.

The Holt Corporation  
Broadcast Brokers & Appraisers  
Box 111  
Bethlehem, Pennsylvania 18016

**Midwest. 2800 watt. FM Station**

Excellent equipment. Dynamic growth market. Owners have other interest. Serious inquires only. Located 1/2 way between Cincinnati and Louisville. 812-427-2137.

**BROADCASTING'S  
CLASSIFIED RATES**

Payable in advance. Check or money order only.

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, according to the copy enclosed, where the ad should be placed. 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.

Copy: Deadline is **MONDAY** for the following Monday's issue. Copy must be submitted in writing.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1735 DeSales St. N.W., Washington, D.C. 20036.

No telephone copy accepted. Audio tapes, transcriptions, films or VTR's are not forwardable, but are returned to the sender. Replies addressed to box numbers must not contain reference to audio tapes, transcriptions, films or tapes.

Rates, classified listings ads:  
—Help Wanted 70c per word—\$10.00 weekly minimum.  
(Billing charge to stations and firms: \$1.00).  
—Situations Wanted, 40c per word—5.00 weekly minimum.  
—All other classifications, 80c per word—\$10.00 weekly minimum.  
—Add \$2.00 for Box Number per issue.

Rates, classified display ads:  
—Situations Wanted (Personal ads) \$30.00 per inch.  
—All other \$60.00 per inch.

—Stations for Sale. Wanted to Buy Stations, Employment Agencies, Business Opportunities, and Public Notice advertising requires display space.



# Stock Index

Stock symbol	Exch.	Closing Wed. Feb. 16	Closing Wed. Feb. 9	Net change in week	% change in week	High	Low	1976 P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Broadcasting</b>											
ABC	ABC	N	39 1/2	39 1/8	+ 3/8	+ .95	42	19 7/8	16	17,625	696,187
CAPITAL CITIES	CCB	N	50 1/8	50 1/2	- 3/8	- .74	55 3/4	42 1/4	12	7,739	387,917
CBS	CBS	N	57 1/8	55 5/8	+ 1 1/2	+ 2.69	60 1/2	46 3/4	11	28,313	1,617,380
COX	COX	N	31 1/2	31 3/4	- 1/4	- .78	37 3/4	28 3/4	9	5,872	184,968
GROSS TELECASTING	GGG	A	14 1/8	14 1/8	-	.00	14 1/8	10	8	800	11,300
KINGSTIP COMMUN.	KTVV	D	4	4 1/8	- 1/8	- 3.03	4 7/8	2 1/4	7	461	1,844
LIN	LINB	D	17 3/4	17 3/8	+ 3/8	+ 2.15	17 3/4	9 5/8	8	2,615	46,416
MODNEY	MDDN	D	2 1/8	2 1/8	-	.00	3 7/8	1 3/4	3	425	903
RAHALL	RAHL	D	15	17	- 2	- 11.76	17	4 1/2	23	1,297	19,455
SCRIPPS-HOWARD	SCRP	D	33	33	-	.00	33	20 1/2	8	2,589	85,437
STARR	SBG	M	4 3/4	4 1/4	+ 1/2	+ 11.76	5	2 1/4	8	1,202	5,709
STORER	SBK	N	25	24 3/8	+ 5/8	+ 2.56	26 3/8	12 3/4	6	4,876	121,900
TAFT	TFB	N	30 3/4	33 3/8	- 2 5/8	- 7.86	33 3/8	23 1/4	8	4,070	125,152
<b>TOTAL</b>									<b>77,884</b>	<b>3,304,568</b>	

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	4 3/8	4 1/2	- 1/8	- 2.77	4 3/4	2	8	1,255	5,490
AVCO	AV	N	14 5/8	15 1/4	- 5/8	- 4.09	16 1/2	4 1/2	2	11,541	168,787
JOHN BLAIR	BJ	N	14	13 7/8	+ 1/8	+ .90	14 5/8	5	7	2,406	33,684
CHRIS-CRAFT	CCN	N	7	6 3/4	+ 1/4	+ 3.70	7	4 1/2	8	4,395	30,765
COMBINED COMM.	CCA	N	22	21 1/4	+ 3/4	+ 3.52	22	12 5/8	8	6,644	146,168
COWLES	CWL	N	13 1/4	12 5/8	+ 5/8	+ 4.95	13 1/4	6 1/8	16	3,969	52,589
DUN & BRADSTREET	DNB	N	28	27	+ 1	+ 3.70	33 3/4	24 5/8	16	26,544	743,232
FAIRCHILD IND.	FEN	N	10 1/8	10 1/2	- 3/8	- 3.57	11 1/2	6 1/8	10	5,708	57,793
FUQUA	FOA	N	12 1/8	11 5/8	+ 1/2	+ 4.30	12 3/8	4 1/2	8	8,844	107,233
GANNETT CO.	GCI	N	35 3/4	35 1/2	+ 1/4	+ .70	41	32 7/8	17	21,629	773,236
GENERAL TIRE	GY	N	28 3/8	28 1/8	+ 1/4	+ .88	28 3/8	17 5/8	6	21,954	622,944
GLOBE BROADCASTING**	GLBTA	O	3 3/4	2 1/8	+ 1 5/8	+ 76.47	3 3/4	1 1/2		2,783	10,436
GRAY COMMUN.	O	10 1/2	10	+ 1/2	+ 5.00	10 1/2	6		5	475	4,987
HARTE-HANKS	HHN	N	28	28 5/8	- 5/8	- 2.18	28 7/8	17 1/8	12	4,383	122,724
JEFFERSON-PILOT	JP	N	30 3/4	29 5/8	+ 1 1/8	+ 3.79	32 1/8	25 5/8	11	24,079	740,429
KAISER INDUSTRIES	KI	A	15 1/2	18 3/4	- 3 1/4	- 17.33	18 3/4	8	10	28,119	435,844
KANSAS STATE NET.	KSN	O	5 3/4	5 1/2	+ 1/4	+ 4.54	5 3/4	3	11	1,716	9,867
KNIGHT-RIDDER	KRN	N	36	35 1/8	+ 7/8	+ 2.49	39	28 7/8	12	8,305	298,980
LEE ENTERPRISES	LNT	A	25 5/8	24	+ 1 5/8	+ 6.77	26 7/8	13	13	5,010	128,381
LIBERTY	LPC	N	18 3/4	18 3/4	-	.00	18 7/8	9 1/2	7	6,762	126,787
MCGRAW-HILL	MHP	N	17 5/8	17 1/8	+ 1/2	+ 2.91	17 5/8	12 3/4	11	24,626	434,033
MEDIA GENERAL	MEG	A	18 5/8	18 5/8	-	.00	19 7/8	14 1/4	8	7,292	135,813
MEREDITH	MOP	N	19 5/8	19 7/8	- 1/4	- 1.25	19 7/8	10 1/4	5	3,064	60,131
METROMEDIA	MET	N	29 7/8	29 1/2	+ 3/8	+ 1.27	29 7/8	15	8	6,730	201,058
MULTIMEDIA	MMED	O	23 1/2	23 1/2	-	.00	23 1/2	14 1/4	11	4,390	103,165
NEW YORK TIMES CO.	NYKA	A	16 7/8	17 1/8	- 1/4	- 1.45	18 1/2	11 1/2	13	11,206	189,101
OUTLET CO.	DTU	N	20 7/8	21 1/2	- 5/8	- 2.90	21 1/2	12 7/8	7	1,440	30,060
POST CORP.	POST	D	17	16 1/4	+ 3/4	+ 4.61	19 1/4	8	6	875	14,875
REEVES TELECOM**	RRT	A	2 1/4	1 7/8	+ 3/8	+ 20.00	2 1/2	1 1/8		2,376	5,346
ROLLINS	RDL	N	20 3/4	21 1/8	- 3/8	- 1.77	27 3/8	20 3/4	12	13,404	278,133
RUST CRAFT	RUS	A	10 1/2	10 3/4	- 1/4	- 2.32	10 3/4	5 5/8	8	2,291	24,055
SAN JUAN RACING	SJR	N	9 1/8	8 3/4	+ 3/8	+ 4.28	10 1/4	7 1/4	6	2,509	22,894
SCHERING-PLOUGH	SGP	N	40	39 1/2	+ 1/2	+ 1.26	59 3/4	39 1/4	14	54,047	2,161,880
SONDERLING	SDB	A	10 3/8	10 1/2	- 1/8	- 1.19	10 7/8	9 7/8	5	1,096	11,371
TECH OPERATIONS**	TQ	A	3 1/8	3	+ 1/8	+ 4.16	4 3/4	2 1/8		1,344	4,200
TIMES MIRROR CO.	TMC	N	22 1/2	21 3/8	+ 1 1/8	+ 5.26	23 3/4	18 1/4	12	33,911	762,997
WASHINGTON POST CO.	WPO	A	23 3/4	24	- 1/4	- 1.04	44 1/4	21 3/4	12	9,019	214,201
WOMETCO	WOM	N	11 3/4	11 1/2	+ 1/4	+ 2.17	13 1/4	8 7/8	7	8,623	101,320
<b>TOTAL</b>									<b>384,764</b>	<b>9,374,989</b>	

## Cablecasting

ACTON CORP.	ATN	A	4 1/4	4 1/4	-	.00	4 1/2	1 1/8	14	2,640	11,220
AEL INDUSTRIES**	AELBA	O	3 5/8	3 3/8	+ 1/4	+ 7.40	4	3/4		1,672	6,061
AMECO**	ACO	D	1 1/2	1 1/2	-	.00	1 3/4	3/8		1,200	500
AMERICAN TV & COMM.	AMTV	D	21	19 3/4	+ 1 1/4	+ 6.32	23 1/4	13 1/2	15	3,369	70,749
ATHENA COMM.** *	O	1 1/8	1 1/8	-	.00	1 1/2	1/2			2,125	265
BURNUP & SIMS	BSIM	O	3 3/4	3 7/8	- 1/8	- 3.22	6 1/2	3 1/4	34	8,319	31,196
CABLECOM-GENERAL	CCG	A	9 7/8	9 3/4	+ 1/8	+ 1.28	9 7/8	4 1/8	9	2,562	25,299
CABLE INFO.	D	3/4	3/4	-	.00	1 1/4	1/4	4		663	497
COMCAST	O	4 1/8	4 1/8	-	.00	4 1/8	1 7/8	11		1,708	7,045
COMMUN. PROPERTIES	COMU	O	4 1/4	4 3/8	- 1/8	- 2.85	4 1/2	1 7/8	425	4,761	20,234
COX CABLE	CXC	A	19 1/4	18 7/8	+ 3/8	+ 1.98	19 1/4	13	19	3,563	68,587
ENTRON*	ENT	O	1 3/4	1 3/4	-	.00	2	1 1/2	2	979	1,713
GENERAL INSTRUMENT	GRL	N	19 1/2	20 3/8	- 7/8	- 4.29	21	8 1/4	21	7,178	139,971
GENEVE CORP.	GENV	O	8 1/2	8 3/4	- 1/4	- 2.85	10	6 1/2	57	1,121	9,528
TELE-COMMUNICATION**	TCOM	D	3 3/8	3 3/8	-	.00	5 1/4	2 7/8	48	5,281	17,823
TELEPROMPTER**	TP	N	7 3/4	7 3/4	-	.00	9 3/8	5 3/4		16,646	129,006
TIME INC.	TL	N	35 3/4	35 1/2	+ 1/4	+ .70	38 3/4	32	12	20,192	721,864
TOCOM	TOCM	D	2 7/8	2 7/8	-	.00	3 1/4	1 5/8	10	617	1,773
UA-COLUMBIA CABLE	UJAC	D	16	16 1/2	- 1/2	- 3.03	16 3/4	9	13	1,700	27,200
UNITED CABLE TV**	UCTV	D	4 5/8	4 1/2	+ 1/8	+ 2.77	4 5/8	1 5/8		1,879	8,690
VIACOM	VIA	N	13 3/4	13 7/8	- 1/8	- .90	13 7/8	7 7/8	14	3,705	50,943
<b>TOTAL</b>									<b>91,880</b>	<b>1,350,264</b>	

Stock symbol	Exch.	Closing Wed. Feb. 16	Closing Wed. Feb. 9	Net change in week	Y change in week	1976-77		PIE ratio	Approx. shares out (000)	Total market capitalization (000)		
						High	Low					
<b>Programing</b>												
COLUMBIA PICTURES	CPS	N	10 1/4	11 1/4	- 1	-	8.88	11 1/4	4 1/2	8	6,748	69,167
DISNEY	DIS	N	39 1/4	40 3/4	- 1 1/2	-	3.68	63	39 1/4	17	31,917	1,252,742
FILMWAYS	FWY	A	9	8 7/8	+ 1/8	+	1.40	10 1/4	5 1/4	8	2,397	21,573
FOUR STAR			1	1			.00	1	1/4	10	667	667
GULF + WESTERN	GW	N	15	15			.00	26 7/8	15	3	45,162	677,430
MCA	MCA	N	38 1/8	39 3/8	- 1 1/4	-	3.17	41 1/2	25	7	17,445	665,090
MGM	MGM	N	18 5/8	17 1/2	+ 1 1/8	+	6.42	18 5/8	12 7/8	8	13,102	244,024
TELETRONICS INTL.	O		6 1/4	6 1/2	- 1/4	-	3.84	9 5/8	3 3/4	9	837	5,231
TRANSAMERICA	TA	N	14 3/4	15	- 1/4	-	1.66	15 1/8	8 1/4	8	65,148	960,933
20TH CENTURY-FOX	TF	N	10 7/8	11 3/8	- 1/2	-	4.39	15	8 3/4	8	7,583	82,465
WARNER	WCI	N	27 5/8	27 1/4	+ 3/8	+	1.37	29 1/4	17 1/2	26	17,001	469,652
WRATHER	WCO	A	4 5/8	4 1/2	+ 1/8	+	2.77	5 1/8	3 1/8	12	2,244	10,378
TOTAL										210,251	4,459,352	

### Service

88DO INC.	88DO	O	23 3/4	23 1/2	+ 1/4	+	1.06	23 3/4	16 3/4	8	2,513	59,683
COMSAT	CO	N	33 1/2	33 1/2			.00	34 3/8	23 7/8	8	10,000	335,000
DOYLE OANE BERNBACH	DOYL	O	17 3/8	17 5/8	- 1/4	-	1.41	18 3/8	8 7/8	7	1,816	31,553
FOOTE CONE & BELDING	FCB	N	15 1/4	15 1/2	- 1/4	-	1.61	15 3/4	10 1/4	7	2,332	35,563
GREY ADVERTISING	GREY	O	19 1/4	17 1/4	+ 2	+	11.59	19 1/4	6 7/8	7	729	14,033
INTERPUBLIC GROUP	IPG	N	31 1/4	30 3/4	+ 1/2	+	1.62	31 7/8	16 3/8	7	2,387	74,593
MARVIN JOSEPHSON	MRVN	O	14	12 3/4	+ 1 1/4	+	9.80	14	6 3/4	6	1,854	25,956
MCI COMMUNICATIONS	MCIC	O	2 1/8	2 3/8	- 1/4	-	10.52	3 3/8	1 1/4	43	19,985	42,468
MOVIELAB	MOV	A	1 7/8	1 7/8			.00	2 5/8	1	8	1,409	2,641
MPO VIDEOTRONICS	MPO	A	8 3/4	8	+ 3/4	+	9.37	8 3/4	2 3/8	5	537	4,698
NEEDHAM, HARPER	NDHMA	O	11 5/8	11 1/2	+ 1/8	+	1.08	11 5/8	5 5/8	6	823	9,567
A. C. NIELSEN	NIEL8	O	21 1/8	21 1/4	- 1/8	-	.58	24 5/8	16 3/4	13	10,762	227,347
OGILVY & MATHER	OGIL	O	31 1/4	31 1/4			.00	33 1/4	17	8	1,805	56,406
J. WALTER THOMPSON	JWT	N	16 1/4	16 3/8	- 1/8	-	.76	17 7/8	7 7/8	8	2,649	43,046
TOTAL										59,601	962,554	

### Electronics/Manufacturing

AMPEX	APX	N	8 3/8	8 3/8			.00	9 1/4	4 3/4	13	10,885	91,161
ARVIN INDUSTRIES	ARV	N	18 1/8	18 3/8	- 1/4	-	1.36	18 3/8	9 5/8	5	5,959	108,006
CCA ELECTRONICS	CCA	O	1/8	1/8			.00	1/2	1/8	1	897	112
CETEC*	CEC	A	2	1 7/8	+ 1/8	+	6.66	2 3/4	1 1/4	11	2,244	4,488
COHU, INC.	COH	A	3	2 7/8	+ 1/8	+	4.34	3 5/8	2	27	1,617	4,851
CONRAC	CAX	N	23 3/4	25 1/4	- 1 1/2	-	5.94	29 1/8	20	7	1,428	33,915
EASTMAN KODAK	EASKD	N	72 3/8	73 1/4	- 7/8	-	1.19	116 3/4	72 3/8	18	161,347	11,677,489
FARINON ELECTRIC	FARN	O	9 1/4	9 1/4			.00	11 1/2	7	11	4,267	39,469
GENERAL ELECTRIC	GE	N	51 1/4	50 3/4	+ 1/2	+	.98	58 3/4	46	12	184,581	9,459,776
HARRIS CORP.	HRS	N	31 7/8	31	+ 7/8	+	2.82	37 7/8	26 5/8	12	12,216	389,385
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8			.00	6 1/2	2 3/4	8	480	1,500
INTL. VIDEO CORP.**	IVCP	O	1 1/4	1	+ 1/4	+	25.00	3 1/8	3/4		2,701	3,376
MICROWAVE ASSOC. INC	MAI	N	22	23 1/2	- 1 1/2	-	6.38	23 1/2	13 3/4	10	1,320	29,040
3M	MMM	N	50 1/2	49 3/8	+ 1 1/8	+	2.27	66 1/2	49 3/8	17	115,265	5,820,882
MOTOROLA	MOT	N	46 1/2	46	+ 1/2	+	1.08	57 3/4	41 1/4	18	28,353	1,318,414
N. AMERICAN PHILIPS	NPH	N	35 1/2	33 1/4	+ 2 1/4	+	6.76	35 7/8	19 7/8	9	12,033	427,171
OAK INDUSTRIES	OEN	N	11	10 7/8	+ 1/8	+	1.14	12 1/4	7 1/4	10	1,639	18,029
RCA	RCA	N	27 1/2	28 1/4	- 3/4	-	2.65	30	18 7/8	12	74,728	2,055,020
ROCKWELL INTL.	ROK	N	33 5/8	32 1/8	+ 1 1/2	+	4.66	34 3/8	23 3/8	9	32,300	1,086,087
RSC INDUSTRIES	RSC	A	1 3/4	1 3/4			.00	2 1/2	1 3/8	9	2,690	4,707
SCIENTIFIC-ATLANTA	SFA	A	18 1/8	18 7/8	- 3/4	-	3.97	21	10 1/4	12	1,668	30,232
SONY CORP.	SNE	N	9	8 7/8	+ 1/8	+	1.40	9 7/8	7 1/4	19	172,500	1,552,500
TEKTRONIX	TEK	N	58 5/8	58 1/4	+ 3/8	+	.64	67	44 1/4	15	8,671	508,337
TELEMATION	TIMT	O	5/8	5/8			.00	1	1/4	1	1,050	656
VARIAN ASSOCIATES	VAR	N	18 1/2	18 7/8	- 3/8	-	1.98	18 7/8	12	13	6,838	126,503
WESTINGHOUSE	WX	N	16 3/4	16 7/8	- 1/8	-	.74	19 1/8	13	7	87,508	1,465,759
ZENITH	ZE	N	25	24 3/4	+ 1/4	+	1.01	38 1/4	23 5/8	12	18,818	470,450
TOTAL										954,003	36,727,315	
GRAND TOTAL										1,778,383	56,179,042	

Standard & Poor's Industrial Average 112.7 111.5 +1.2

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 PIE ratio is computed, company registered net loss.  
\*\*\*Stock split.

PIE 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.

## As luck would have it: David MacDonald of Sony

David K. MacDonald, general manager of Sony Corp.'s broadcast division, believes in being in the right place at the right time. And he believes that, as luck would have it, he's been there on several important occasions.

To hear him tell it his career has been one break after another, taking him in rapid if somewhat unusual jumps from his first job as a teacher to one as point man for the world's largest electronics company's leap into the broadcast equipment market. Despite Mr. MacDonald's talk of lucky accidents, however, it seems clear that he also took advantage of the opportunities that came his way.

Certainly the first turning point of his career—the decision not to become a teacher—was his responsibility alone. He tried teaching high-school history for six months while finishing degree work at his hometown Boston University, then, as he says, he “decided I'd better go to work for a living.” Marriage in his junior year of college “sort of necessitated it,” he says.

He joined the personnel department of the State Mutual Life Insurance Co. of Worcester, Mass., in 1965, a company that just happened to be one of the first to use video-tape recorders for training and recruitment. In short time, Mr. MacDonald was in demand at various business-society meetings as a speaker on video-tape applications. “I became an instant guru on industrial training,” he says. “The fact was I may have known about one paragraph more than the other guys.”

But in 1965 video tape was still a new field, and gurus of any sort were scarce. In 1966 Mr. MacDonald took on that role officially when he moved to Cramer Electronics in Newton, Mass., a major supplier of industrial components that had found itself with too many early-model consumer video-tape recorders on its hands. Mr. MacDonald was hired to find industrial uses for the oversupply, and he did.

Starting as a salesman of VTR equipment of schools and businesses (Ford Motor Co. bought 5,000 of the recorders), he sold about \$200,000 worth in his first year. By the time he left the company eight years later, its sales in the video-recorder market had grown to about \$2 million a year and his job had evolved into general manager of a new division.

“The minute we changed our orientation from retail to industrial the business ballooned very fast,” he says. Business “was there—just waiting. That's what I mean about being in the right place at the right time.”



David Kenneth MacDonald—general manager, Sony Broadcast, New York; b. Boston, Nov. 2, 1934; U.S. Army, 1954-58; BA, Boston University, 1964; personnel training and recruiting, State Mutual Life Insurance, Worcester, Mass., 1965-66; salesman, Cramer Electronics, Newton, Mass., 1966-72; general manager, video division, 1972; regional sales manager, Detroit, Sony Corp., 1973; national product manager, New York, 1974; present post, March, 1975; m. M. Patricia Louise Harrington, 1963; children: David Philip, 11; Scott Jason, 8; Douglas, 7.

Having become a big purchaser of equipment from Sony during that period, Mr. MacDonald had developed the contacts which led, once he got “restless” at Cramer, to a position as Midwest sales manager for the giant Japanese-American corporation. And again, Mr. MacDonald says, luck was on his side.

Sony had at that time, he says, two slots open—one in San Francisco and one in Detroit. “I had never been to either, so like a dummy, I said, ‘Where do you need me the most?’ and he said Detroit. Actually, that stupid remark turned out to be perfect, because what happened was that Detroit was the kind of region where nothing had been done in a long time, so if you did anything at all, you were a hero. So I only stayed there one year and was promoted [in 1974] to product manager for the video division.”

That promotion took him to New York, where he was responsible for refining existing Sony video products and developing new ones—or as Mr. MacDonald puts it, “to keep on the evolutionary cycle in terms of equipment.” And it was the evolutionary cycle of video equipment that, once again, caught Mr. MacDonald in the right place at the right time.

Early in 1974 Sony had brought out some U-matic tape editors and recorders for its usual industrial and educational markets. But it started getting calls from broadcasters, primarily the networks, say-

ing they thought there was some application of this equipment for broadcast. “Since there was no one at Sony who handled broadcast, that stuff was shuttled back to the product planning department,” says Mr. MacDonald, “and I got the phone call. Lucky guy.”

“It was obvious—it would have been obvious to a 12-year-old, frankly—that this potential business was absolutely enormous.” Within a year, Sony was into broadcast. “It's history now,” he says. “ENG was one of the most successful ventures that anyone ever made in broadcasting. We sold over \$20 million through our dealer structure of those kinds of products in the first two years—and that's a lot of money.”

What brought Sony's equipment so suddenly to the broadcasters' attention was the development in 1973 of a time base correction unit by Consolidated Video Systems that made the industrial-use VTR's being marketed by Sony adaptable to broadcast.

Realizing the long-term growth potential in the market, Sony created its own broadcast division in 1975 and appointed Mr. MacDonald its general manager. The new division immediately began developing equipment especially for broadcasters, including a Sony time-base corrector to go with its own ENG systems, and began marketing its products directly to users—the first nondealer marketing Sony had ever done. Mr. MacDonald says the broadcast division now does over \$1 million a month in sales.

To stay on top of the market, Mr. MacDonald usually arrives at his office at 7 a.m. and puts in a 10-hour day, besides working many weekends. A tall, powerfully built and red-haired son of an English mother and Scottish father who came to America in the early 20's, he is articulate and philosophical about the world of broadcast electronics, but quieter about his family life. He lives in Park Ridge, N.J., and when asked what he does when he's not working he said, “I've been working for the last couple of years, to tell you the truth. There's a lot of travel—I go to Europe once a year and Japan two or three times a year—and that doesn't leave you a lot of time.”

And, if business goes as well as Mr. MacDonald thinks it will in the next few years, he's not likely to be finding much more free time for a while.

“The elevator's going up and the doors are open pretty wide,” he said. “And actually, we fell into it every step of the way. I'd like Morita [A. Morita, Sony's chief executive officer and chairman of the board] to think that I personally was responsible for all this, but we all know better. Most lives are accidental.”



## A matter of perspective

Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, last week got a sampling of the conflicting advice he is destined to get in his projected rewriting of the Communications Act. The occasion was a panel session at the annual conference of the National Association of Television Program Executives. Mr. Van Deerlin was there to hear a dozen proposals ranging from the creation of a new executive department overseeing communications to the retention of the present act and its creature, the FCC.

As Mr. Van Deerlin must by now realize, everybody will want to get into the Act before he commits a final draft to paper. There are FM interests that want the law to make manufacturers build FM capability into all radio receivers, UHF television interests that want the law to make manufacturers build UHF detente tuners into all television sets, land-mobile and personal-communications interests that want the law to allocate more spectrum space to the dispatch of diaper trucks and inanities of CB chatter, but why go on? Any communications enterprise that isn't getting all it wants right now from the FCC is likely to be found pleading its case for a mention in Mr. Van Deerlin's legislation.

All this is, of course, to be expected in response to Chairman Van Deerlin's original description of his project as a "basement-to-penthouse revamping of the Communications Act of 1934" (BROADCASTING, Aug. 9, 1976). That announcement implied a judgment that the present act was obsolete and in need of total replacement. Nobody with a stake in the communications business will stay silent if it is assumed that the future of communications regulation is to be radically rearranged.

People would be less nervous if Mr. Van Deerlin were beginning a review of the serviceability of the present act. It is altogether probable that a review could lead to the conclusion that the Communications Act of 1934 is in need of nothing more than fine tuning. Mr. Van Deerlin could clear the air if he publicly scaled down his legislative ambitions.

## First things first

Whatever else is to be done with the Communications Act of 1934, repeal of the act's pernicious Section 315 demands immediate attention. The predicament of the League of Women Voters, recounted in this publication a week ago, emphasizes the need for action.

The League of Women Voters, it will be recalled, volunteered to sponsor debates between Jimmy Carter and Gerald Ford in 1976 after the FCC ruled, in a sensible reversal of an earlier opinion, that debates arranged under such auspices could be broadcast as exemptions to Section 315's requirement that all other presidential candidates must be given equal time. The FCC ruled, at last correctly, that debates between major candidates for the Presidency qualified as news events which the Congress removed from the equal-time law in 1959.

Once precipitated into the debate sponsorship by the ruling of one federal agency, the League of Women Voters ran afoul of the regulations of another. The Federal Election Commission ruled that the league could accept no funds from corporations or labor unions to finance the staging of debates. The league fell \$100,000 short of expenses in its public fund raising and has now asked a federal court to declare the election commission's ruling illegal.

Whether the Federal Election Commission's ruling was right or wrong, the root problem here is Section 315—which, by current interpretation, transforms a presidential debate from a news

event, when arranged by a nonbroadcaster third party, to a non-news event if arranged by a broadcaster. If any of the broadcasting networks and stations that carried the Carter-Ford appearances had been a party to the arrangements, every nonentity running for President would have been entitled to equal time.

The League of Women Voters would have been spared the expense and trouble of its contrived role in the 1976 debates if Section 315 had been erased from the books before the 1976 campaign. The members of the 95th Congress could display a genuine interest in progressive legislation by repealing Section 315 before the next election year.

## Everybody's laboratory

The world of cable television has for years envisioned a day of two-way communication offering a multiplicity of programs and services to subscribers. From time to time, seers have proclaimed the day to be virtually at hand, like a week from next Tuesday, but thus far it has failed to materialize.

Now comes Warner Cable Co., a company of considerable substance, with the announcement that it will begin offering a multichannel two-way service late this year to 100,000 subscribers in Columbus, Ohio, with expansion to other areas to follow (BROADCASTING, Feb. 14). Thirty channels, Warner says, can link subscribers to a computer-equipped studio and enable them to play games, participate in programs, take tests, order up specific programs and information, even be tied into home fire protection and security systems.

Coming from Warner, this is not to be dismissed as the sort of blue-sky prospect that has often come from cable promoters in the past. This company is obviously investing a lot of money to make it work, and it wouldn't do so without confidence in the outcome. Cable operators and broadcasters will follow developments to see, first, how well the technology performs and, second but equally critical, how subscribers respond to the possibilities and whether they will want and use the new services enough to pay for them. A lot of future could be decided in Columbus, Ohio.



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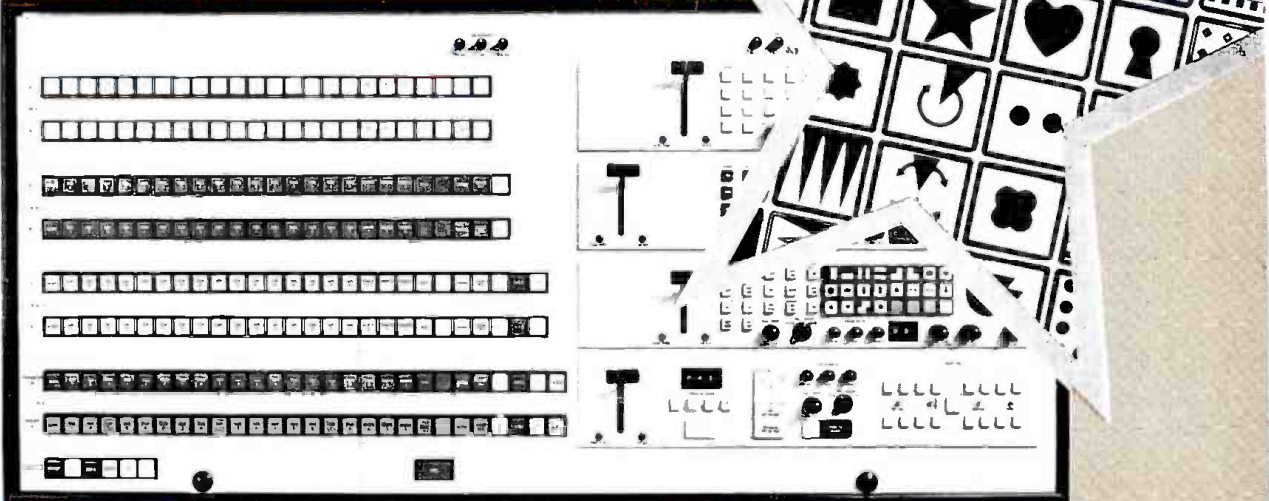


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