

**TV billings seesaw: network up, spot down**  
**Harris poll: TV's public votes 'no' on violence**

# Broadcasting Aug 8

The newswEEKly of broadcasting and allied arts

Our 46th Year 1977



**NEWSPAPER**

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WARNER BROS. TELEVISION DISTRIBUTION, INC.



A WARNER COMMUNICATIONS COMPANY

# Your kids deserve the best!

## This fall give them "Marlo and the Magic Movie Machine"



Laune Faso as "Marlo" with the "Machine"

Join a fast growing list of top stations that will be treating their young viewers to this rare blend of children's programming that entertains and informs: "Marlo and the Magic Movie Machine," one hour weekly, first run.

Apply whatever measure you choose.

**The critics' praise.** "A lively hour of information and laughs..."—Lee Margulies, Los Angeles Times/ "Superb and fascinating...although aimed at the 6 to 12 age group, its appeal extended to adults...so entertaining it's hard to realize it's also teaching..."—Bill Hayden, Wilmington (Del.) News-Journal/ "One can only wish it success and hope it spreads..." Lee Winfrey, Philadelphia Inquirer.

**The credentials of the companies that make the "magic" happen.** A production of The Corporation for Entertainment & Learning, Inc. and Fish Communications, Inc. Created and developed by The CBS Television Stations in association with The Corporation for Entertainment and Learning, Inc. Produced in association with Post-Newsweek Stations, Inc. at WFSB-TV, Hartford.

**The sizable input and the favorable response of educators.** Dr. Roger Fransecky, leading authority on TV as a force in learning, heads a program advisory panel of prominent educators and specialists in child development.

**The enthusiastic reaction of the kids themselves.** Children of all ages have sent thousands and thousands of cards and letters. "Marlo" viewers really get involved.

**Rating successes.** Off to a fast start with its spring debut on the CBS Owned Stations. Led by WBBM-TV, Chicago, with a 6 rating and 58 share in June, Sundays 8-9 am.\*

**Plus the support of major national advertisers.**

With this sort of performance, is it any wonder that "Marlo" is expanding beyond the five CBS Owned Stations!

The series has been renewed by WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis. Also cleared by WBZ-TV Boston, WTOP-TV Washington, KMSP-TV Minneapolis-St. Paul, WPLG-TV Miami, WBAL-TV Baltimore, KOA-TV Denver, WFSB-TV Hartford, KMOL-TV San Antonio, WJXT, Jacksonville, KHON-TV Honolulu, WKJG-TV Fort Wayne, WCSC-TV Charleston, S.C. and many more.

Check now to see if "Marlo and the Magic Movie Machine" is available via barter in your market.

Then, beginning in September, give your kids the best.

\*Nielsen Overnights  
JUNE 1977

The audience figures shown are estimates. Subject to the limitations of the techniques and procedures used by the service named.



**GROUP W  
PRODUCTIONS**  
INCORPORATED WESTINGHOUSE BROADCASTING COMPANY  
90 PARK AVENUE, NEW YORK, NEW YORK 10016 (212) 983-5088

# The Week in Brief

**NETWORKS TAKE BIGGEST PIECE** □ TVB says that despite spot's slump, total television sales will still approach the \$8-million mark this year because network is booming ahead at an unanticipated pace that's 22% ahead of last year. **PAGE 20.**

**VIEWERS AND VIOLENCE** □ Harris survey says 71% of those polled think there is too much violence on television. That's up 12% from 1968 survey. **PAGE 21.**

**THE STORM BEFORE THE LULL** □ The House Communications Subcommittee wrapped up the broadcast portion of its Communications Act review hearings last week—just before Congress adjourned for its August recess. Appearing before the subcommittee were 72 witnesses, including 34 broadcasters, citizen groups, motion picture representatives and others. **PAGE 21.**

**POINTING THE FINGER** □ FCC lists reasons it is trying to revoke Oak Knoll Broadcasting's interim authority to operate KRLA(AM) Pasadena, Calif. Commission says the company didn't use all its profits for educational purposes as it had promised. **PAGE 25.**

**WHERE HAVE THEY GONE** □ Three years after Nixon and six months after Ford, BROADCASTING decided to find out what happened to 15 men and women who made up those administrations' media teams. **PAGE 27.**

**NO AGAIN** □ Viacom turns down Storer's offer to buy it out. This time the ante is \$20 a share, \$5 more than Storer proposed to pay last winter. **PAGE 33.**

**FIELD EXPANSION** □ Corporation completes its purchase of Kaiser Broadcasting, says it will look into other acquisitions, including radio and cable. **PAGE 33.**

**TAX BREAK** □ Owners of KRCR-TV Redding plan to sell cable interest that overlaps, though not required to divest. FCC reciprocates by issuing tax certificate. **PAGE 38.**

**ANOTHER LOOK** □ Coalition of groups that was rejected in its request for a nationwide inquiry into employment practices of 295 licenses and 16 group-owner headquarters isn't quitting. It asks FCC for second opinion. **PAGE 38.**

**EX PARTE THINKING** □ Committee studying recommendations has a slight change of mind. It feels

that too heavy a hand in certain areas would hobble government agencies. **PAGE 39.**

**CARTER'S REORGANIZATION** □ OMB's Bert Lance testifies before the Ribicoff committee on revamping of the executive branch. Communications get short shrift. **PAGE 40.**

**WARNER-LAMBERT LOSES** □ A Washington appeals court backs the FTC's right to order corrective advertising for Listerine. Judge Robb dissents, contends the commission exceeded its authority. **PAGE 40.**

**POPPING OFF ON TV** □ Hunt-Wesson Foods plans a \$5-million campaign for popcorn, a product that normally doesn't get much of an ad budget. **PAGE 42.**

**JONES WARNS** □ The NAB executive points out that sex and drug lyrics in songs can do great harm, urges radio broadcasters to convince their peers that a clean-up is necessary. **PAGE 42.**

**MORE NIXON-FROST** □ Fifty stations so far have bought the final 90-minute stanza of the commentator's interview with the former President. It's made up of material not used in the earlier four-parter and is being sold on a cash basis. **PAGE 42.**

**CANADIAN NETWORKS CRITICIZED** □ A CRTC report clears the CBC of deliberate bias in favor of the Quebec separatist movement, but does indict news reporting in general as being slanted on the subject. **PAGE 44.**

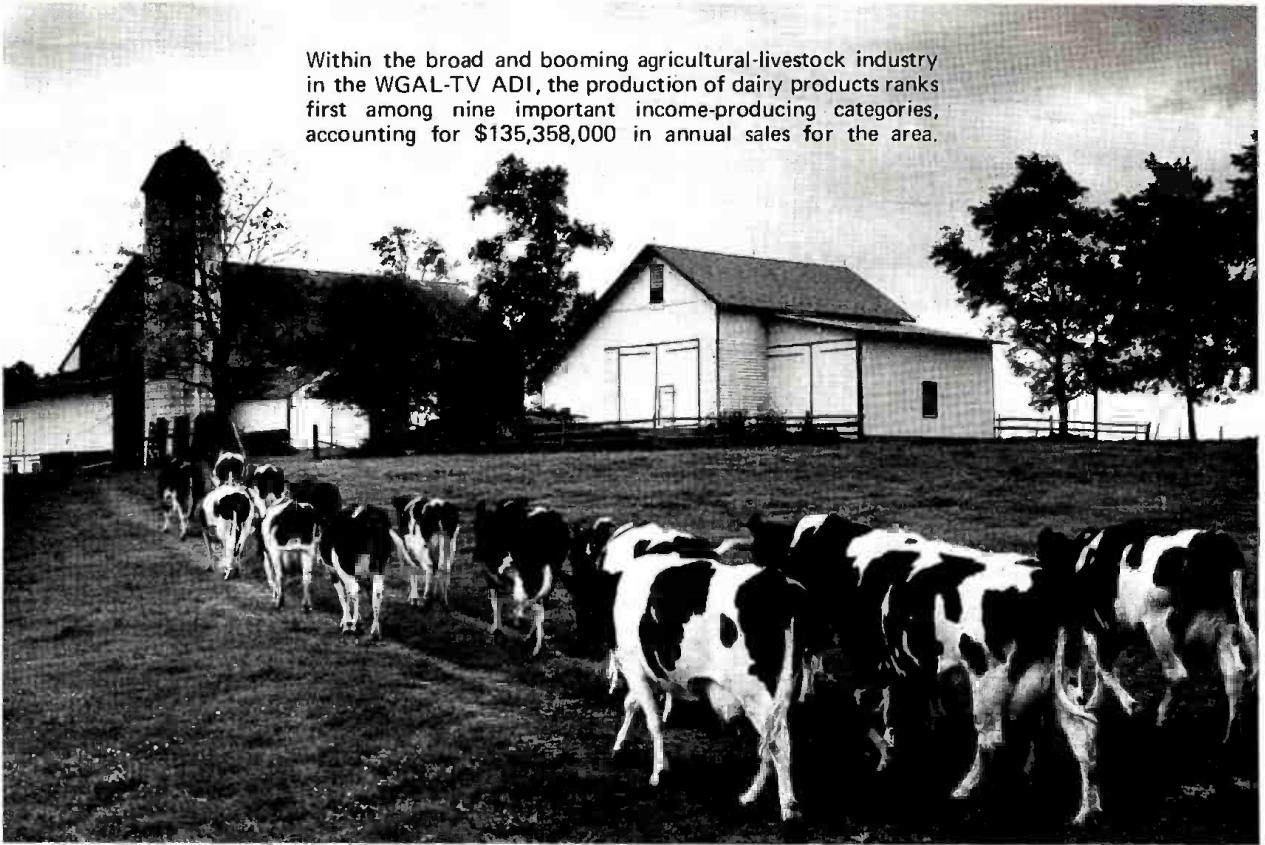
**TELEPROMPTER COMPLAINS** □ The cable firm protests to the FTC that certain TV stations won't sell it time to promote pay service. **PAGE 45.**

**LIGHTING JURISDICTION** □ A District of Columbia court rules the networks did not violate contracts in assigning lighting work for ENG cameras to unions other than IATSE. **PAGE 45.**

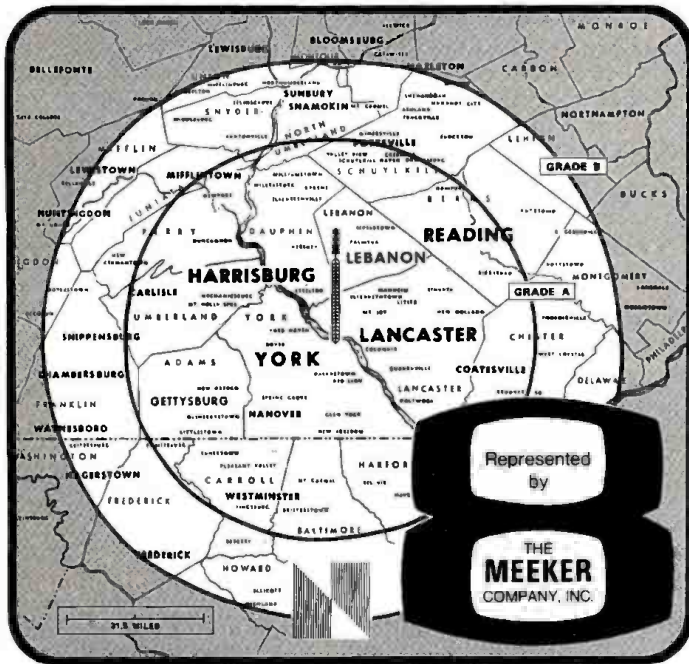
**SONY'S VISIONARY** □ Last June in Montreux, Masahiko Morizono was honored for his contributions to the development and success of ENG equipment. It reflects the engineering leadership he has been providing Sony since 1953. And it epitomizes the respect he has earned from his peers around the world. **PAGE 65.**

Index to departments	Changing Hands	36	Fates & Fortunes	48	Playlist	47
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Within the broad and booming agricultural-livestock industry in the WGAL-TV ADI, the production of dairy products ranks first among nine important income-producing categories, accounting for \$135,358,000 in annual sales for the area.



## multi millions in agri sales assure more buying power in WGAL-TV market



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 nationally recognized for its business diversity and economic stability. For example, sales of agricultural products alone amount to almost a half billion dollars annually, a substantial contribution to the effective buying income of \$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**

## Storm warning

There's growing concern among network executives that growing public outcry against sex and permissiveness on TV (see story page 21) will reach new high when fall season product debuts. "We're all wallowing in sex," one said. Worse yet, they fear that despite network's best efforts to show that sex and violence are separate and usually unrelated issues, critics will be able to link them in public mind and, as one put it, "beat us with both whips at once." Said another: "We don't really have any friends out there."

## For the record

That voluminous record amassed during 10 days of testimony by broadcasters (and their opponents) before House Communications Subcommittee reviewing proposed new communications legislation should be public print. That is recommendation of Vincent T. Wasilewski, president of National Association of Broadcasters, after completion of broadcasters' participation last week (see page 21). To make testimony, pro and con, available to both House and Senate—as well as students, scholars and public groups—would be valuable service preparatory to drafting of legislation updating Communications Act of 1934, he feels.

All told, there were 72 witnesses in broadcast review portion of Van Deerlin committee proceedings during last two weeks. Of these 34 could be classified as broadcasters, for most part cleared through NAB. Remainder were cleared through National Cable Television Association or other entities espousing causes largely opposed by broadcasters.

## Going for broke

You can take it from professionals who specialize in station sales that any FCC action requiring advance public notice before consummation would all but sound death knell for their operations, as well as blight station market. (FCC, as parting gift to Commissioner Ben L. Hooks, approved notice of inquiry into proposal to require 45 days notice before licensee could sell, to afford minority-group investors opportunity to bid (BROADCASTING, Aug. 1).

Brokers plead they now have difficult time getting buyers and sellers together. To interpose "auction" after signatures have been procured would add insuperable hurdle to good faith transactions. Fact that FCC action is only for study and not for rulemaking is recognized, but brokers concern over long-range consequences is evident.

## Mixed bag on sports

There's good news and bad in House Communications Subcommittee's developing inquiry into networks' relationship with pro sports. Good news—for one network, at any rate—is that NBC is off hook on suspicions it traded away its journalistic independence for rights to cover 1980 Olympics in Moscow. "We see no evidence of that in what we've seen," according to Chairman Lionel Van Deerlin (D-Calif.).

Bad news is that inquiry is finding greater involvement of networks with sports events and athletes than first imagined—"even more than they [networks] might think is wise," Mr. Van Deerlin said, without elaborating. Look for hearings to begin in early September, perhaps in New York.

## Unionitis

WCFL(AM) Chicago, only outlet owned by labor union, from time to time has been whispered on block. But latest report of negotiations is said to have fallen through because of "unusually generous union contracts" for all classes of employees at station owned since its founding in 1926 by Chicago Federation of Labor. Station, on 1000 khz with 50,000 w unlimited (directional antenna-2), uses contemporary format. Asking price reportedly is in \$15 million neighborhood.

## First feelers

Arthur R. Taylor, former president of CBS Inc., has been sounding out TV broadcasters about interest in new TV news service he might organize and offer—presumably with independents as first targets. He was boating last week and unavailable for comment, but source close to venture described it as "just probing," still "very nebulous," "nothing that has any form or shape." Mr. Taylor reportedly has enlisted assistance of Ray Biendorf, former CBS TV Stations division executive who produced 12-hour *Great American Celebration* Bicentennial program on 110 stations July 3-4, 1976.

## Count down

Nearly half of \$1 million goal of World Press Freedom Committee has been pledged during first month of drive undertaken to resist efforts of Soviet and Third World nations that espouse controlled press (and which censor broadcast output). George Beebe, associate publisher of Knight-Ridder's *Miami Herald*, is assuming active direction of project, to entail about 75% of his time.

Among contributions in hand: Gannett, \$100,000; Knight-Ridder, Chicago

Tribune Co. and Scripps-Howard Foundation, \$50,000 each; Bonneville International Corp. (group station owner), \$25,000. Others said to be "in pipeline" are New York Times Co. and Hearst (both group station owners) as well as networks. Mr. Beebe will chair committee which includes Jack Howard of Scripps-Howard; Clayton Kirkpatrick of Chicago Tribune Co., and Leonard Marks, Washington attorney, as treasurer. "Truth squads" of editors will attend international conferences to espouse press freedom.

## Slimming down

Representative Cecil Heftel (D-Hawaii), who was making news last week with bill to license networks ("In Brief," page 26), is narrowing his own broadcast holdings. He is closing deal with Metroplex Communications (Norman Wain and Robert Weiss); owners of KOAX(FM) Dallas, to sell WHYI(FM) Fort Lauderdale and KEZK(FM) St. Louis for \$6.1 million. Congressman plans to hold on to KGMB(AM) Honolulu.

## More than half way

Purchase of Rust Craft Greeting Cards Inc. (and its six TV, six AM, five FM stations) by Ziff-Davis Publishing Co. may not depend on solidarity of Berkman family members, among whom there's disagreement over \$25-per-share asking price ("Closed Circuit," July 18). Chairman and Chief Executive Officer Louis Berkman, who controls 28%, has confirmed offer in letter to William Ziff that says "I would be willing to sell my shares . . . provided that an aggregate of 51% of the shares, including mine, are tendered." Previous announcements left open possibility of his refusing to sell if other stockholders turned offer down. Thus, under arrangements outlined in letter, only 23% of remaining Rust Craft stock need be tendered to permit Ziff-Davis's acquiring control. Brothers Jack (10%) and Allen (5%) Berkman could keep their shares without nixing deal.

## New(s) fashion for fall

"New look" of *NBC Nightly News*, with co-anchor David Brinkley in Washington, co-anchor John Chancellor in New York and both working in new sets, is expected to be launched Sept. 6, day after Labor Day. They're still fine-tuning details, but new format is to be broken into sections, starting with day's top story covered in depth, followed by quick rundown of secondary stories, minidocumentary, headline recap and humorous or poignant closing piece (BROADCASTING, May 23).

# Business Briefly

## TV only

**Clairol** □ Company is preparing to launch new shampoo called Clairess, which will be backed by heavy advertising campaign reported to be in vicinity of \$7 million. September will be start of advertising effort, heavily in network TV and spot TV and print media. Wyse Advertising, New York is creating and placing campaign. Target: women, 18-49.

**Mazda** □ Car company sponsors *NFL Game of the Week* and *This is the NFL* syndicated television series for fall and winter season, handled through Foote, Cone & Belding/Honig, San Francisco. Series has cleared in 75 markets, including nine of top 10. Pro Sports Entertainment, New York, maintains exclusive rights to syndication.

**Chevron U.S.A.** □ Oil and petroleum products company launches 13-week TV drive starting in early September. BBDO, San Francisco, will seek spots in about 80 markets during prime, early and late fringe time. Target: men, 25-54.

**Amana** □ Consumer appliances company launches 11-week TV campaign beginning in late September for its various products. Grey-North, Chicago, is arranging spots in at least 100 markets during fringe and prime time. Target: adults, 25-54.

**Frito-Lay** □ Snack food company focuses on its natural style potato chips in nine-week TV buy beginning this week. Young & Rubicam, New York, has placed spots in 22 markets during prime time. Target: women, 25-54.

**United China & Glass Co.** □ Company will feature its Magic Mop in eight-week TV flight beginning in late October. Continental Advertising, Dallas, will arrange spots in 80 markets during day and fringe time. Target: total women.

**Pet Chemicals** □ Pet products company is planning two-month TV drive beginning in early September. Ross Hancock, Miami, is seeking spots in 15 markets during day, fringe and prime time. Target: total adults.

**Champion International** □ Company is scheduling eight-week TV flight for its various paper products starting in early

October. Benton & Bowles, New York, will select spots in about 30 markets during news, specials and sports time. Target: Total adults.

**Miles Laboratories** □ Company will feature its S.O.S. soap pads in seven-week TV push beginning in mid-September. Doyle Dane Bernbach, New York, will seek spots during day and fringe time. Target: women, 18-49.

**Milton Bradley** □ Toy company schedules six-week TV campaign beginning in late October. MB Communications, East Longmeadow, Mass., will place spots in at least 100 markets during children's time. Target: children, 2-6.

**Toro** □ Company features its snowthrowers in six-week TV campaign starting in mid-September. Campbell-Mithun, Minneapolis, is placing spots in 50 markets during news, fringe and prime time. Target: men, 35 plus.

**Sun Oil Co.** □ Company is placing four-week TV campaign beginning late this month. Wells, Rich, Greene, New York, will handle spots in about 25 markets during fringe and prime time. Target: Total men.

**General Tire and Rubber Co.** □ Company is arranging four-week TV campaign beginning in late September. D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., is seeking spots in 16 markets during prime time. Target: total men.

**Murphy-Phoenix** □ Cleaning agents company launches four-week TV promotion for its Murphy oil soap starting in early September. Meldrum & Fewsmith, Cleveland, is buying spots in six markets during day and fringe time. Target: women, 18-49.

**Levitz Furniture** □ Furniture retailer slots four-week TV buy beginning in early September. Lovett Advertising, Miami, will position spots in 78 markets during day, fringe and prime time. Target: adults, 25-54.

**Reigel Textiles** □ Company features its Blanket Sleepers children's pajamas, in four-week TV push starting in late September. Steele & Associates, Atlanta, will select spots in about 18 markets during day and fringe time. Target: Total women.

**Wendy's International** □ Hamburger restaurant chain is airing four-week TV drive starting this week. Stockton, West, Burkhart, Cincinnati, is placing spots in 31 markets during day and fringe time. Target: adults, 18-49.

**Murray Ohio Manufacturing Co.** □

**The Beverly Hillbillies**

Consider their assets. A Beverly Hills mansion. Oil in Arkansas. And a comedy style that produced 40% primetime and 39% daytime audience shares. Like most chic rich, the Clampetts are still working. Winning time periods and key demos in syndication.

**Viacom**

Source: NTI, Oct.-Apr. 1962-71. Audience estimates subject to qualifications available on request.

### Rep appointments

- WLW(AM)-WLWS(FM) Cincinnati: CBS Radio Spot Sales, New York.
- WCAR(AM) Detroit: Major Market Radio, New York.
- WSCR(AM)Scranton, Pa.: Bernard Howard & Co., New York.
- WNGA(AM) Nashville, Ga.; WSBM-FM Jefferson City, Tenn.; WWKT-FM Kingstree, S.C.; WLOP-FM Jesup, Ga., and WMBG-FM Milledgeville, Ga.: Jack Bolton Associates, Atlanta.
- WGMW(FM) Rivera Beach, Fla.: Savalli/Gates, New York.



**Closing moment.** Present when WLW(AM)-WLWS(FM) Cincinnati joined the roster of stations represented by CBS Radio Spot Sales were: Jeffrey B. Lawenda, vice president-general manager, CBS Radio Spot Sales, and Charles K. Murdock, president-general manager, WLW Radio.

Manufacturers of Motocross bicycles arranges four-week TV push to begin in late November. Keller-Crescent, Evansville, Ind., is seeking spots in about 20 markets. Target: children, 6-11.

**Domsea Farms** □ Company schedules four-week TV flight for its frozen fish, beginning in late August. Modular Communications, New York, will handle spots in about six markets during day and fringe time. Target: Total women.

**Miller's** □ Retail fashion stores schedule four-week TV flight beginning this week. Ehrlich-Manes & Associates, Washington, will gear spots during all day parts. Target: women, 18-49.

**National Coal Association** □ Association slates four-week TV promotion to start in mid-September. Richard Newman Associates, Champaign, Ill., is picking spots in about 30 markets during news and prime access time. Target: men and women, 25-54.

**Key Industries** □ Manufacturer of work clothes and casual wear focuses on its Key Jeans in three-week TV buy starting late this month. Bernstein/Rein & Boasberg, Kansas City, Mo., is selecting spots during day, early and late fringe time. Target: men and women, 18-34.

**CBS Records** □ Division of CBS Inc.

places two-week TV flight beginning late this month for its various recording artists. Young & Rubicam, New York, will place spots in 23 markets during daytime. Target: adults, 18-34.

**Chemargro Corp.** □ Agricultural chemicals company schedules two-week TV flight starting next week. Valentine-Radford, Kansas City, Mo., will buy spots in at least 15 markets during prime and late news time. Target: men, 18 and over.

**Atlantic-Richfield** □ Oil company will sponsor all three hours of WTOP-TV Washington's three-hour prime-time *Nobody Ever Asked Me* special on Sept. 5, Labor Day. A-R will take 12 minutes in program, which is designed as part of station's ascertainment effort (BROADCASTING, July 11). A-R spots will be from company's "Involved Americans" series.

**Purex Co.** □ Company places spotlight on its Doan's Pills in two-week TV push beginning in mid-October. D'Arcy-MacManus & Masius, San Francisco, is seeking spots in about 50 markets during day and fringe time. Target: adults, 35 and over.

### Radio only

**Lloyd J. Harris Pie Co.** □ Pie company is planning nine-week radio campaign to start in late October. J.M. Korn & Son, Philadelphia, is handling spots in eight markets including Chicago and Cleveland. Target: women, 25-49.

**Parks Sausage Co.** □ Meat products company is placing seven-week radio flight beginning early next month. Leon Shaffer Golinick Advertising, Miami, will handle spots in at least six markets including New York, Philadelphia and Washington. Target: women, 25-65.

**The Gap** □ Retail clothing stores place four-week radio promotion beginning next week. Murphy Media, San Francisco, will place spots in 12 markets. Target: adults, 12-34.

**Campbell Soup** □ Company features its Franco-American spaghetti in four-week radio push beginning in mid-September. Needham, Harper & Steers, Chicago, is seeking spots in at least 45 markets including Boston, Detroit, New York and Philadelphia. Target: children, 2-11, and women, 18-34.

**Dairy Queen** □ Soft ice cream franchise schedules four-week radio push to begin next week. Campbell-Mithun, Minneapolis, is gearing spots in 20 major markets. Target: adults, 18-49.

**Victor Weaver** □ Company places spotlight on its Chicken Hot Dogs in two-week radio flight beginning late this month. J.M. Korn & Son, Philadelphia, will place spots in five major markets including New York and Philadelphia. Target: women, 25-49.

### Radio-TV

**J.M. Smucker** □ Company places 20-week radio and TV campaign for its pickles, beginning this week. Wyse Advertising, Cleveland, will handle TV and radio spots in two markets, Miami and Cleveland, during day and fringe time. Target: women, 25-54.

**Beatrice Foods** □ Dannon milk products launches 12-week radio and TV campaign starting in early September. Marsteller, New York, will place radio spots in 25 markets and TV spots during prime and fringe time in 20 markets, including Boston, Detroit and Dallas. Target: adults, 18-49.

### BAR reports television-network sales as of July 17

ABC \$623,519,000 (33.5%) □ CBS \$621,669,200 (33.3%) □ NBC \$618,630,600 (33.1%)

Day parts	Total minutes week ended July 17	Total dollars week ended July 17	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.	121	\$ 672,800	4,105	\$ 25,872,800	\$ 19,998,200	+29.4
Monday-Friday 10 a.m.-6 p.m.	984	12,741,500	27,915	412,604,900	336,831,200	+18.8
Saturday-Sunday Sign-on-6 p.m.	240	3,225,900	8,923	206,057,300	168,543,300	+22.3
Monday-Saturday 6 p.m.-7:30 p.m.	94	2,594,400	2,854	105,324,500	82,043,500	+28.4
Sunday 6 p.m.-7:30 p.m.	17	586,900	605	30,055,900	24,774,200	+21.3
Monday-Sunday 7:30 p.m.-11 p.m.	400	24,502,200	11,871	957,211,500	772,853,800	+23.9
Monday-Sunday 11 p.m.-Sign-off	205	4,394,200	5,748	126,691,900	105,438,400	+20.2
<b>Total</b>	<b>2,061</b>	<b>\$48,717,900</b>	<b>62,021</b>	<b>\$1,863,818,800</b>	<b>\$1,510,482,600</b>	<b>+23.4</b>

Source: Broadcast Advertisers Reports

**RAPE.  
IT HAPPENS  
140 TIMES A DAY  
IN AMERICA.**

**AMERICAN  
CITIES ARE  
SUFFERING FROM  
HARDENING OF  
THE ARTERIES.**

**OVER 500,000  
AMERICANS  
WILL FACE THIS**

**MILLIONS  
OF AMERICANS  
CAN'T AFFORD TO  
GROW OLD.**

**WHERE  
THOUSANDS OF  
BREADWINNERS  
BECOME LOSERS  
EACH YEAR.**

**DISCRIMINATION  
IS HIS BIGGEST  
HANDICAP**

**TRY TELLING HIM  
THAT THE BEST  
THINGS IN LIFE  
ARE FREE**

**MILLIONS OF  
YOUNG AMERICANS  
ARE FINDING  
THAT LOVE  
IS CONTAGIOUS.**

**TO 23 MILLION  
PEOPLE, THE GREAT  
AMERICAN DREAM  
IS A NIGHTMARE.**

**TODAY  
KIDS ARE  
GETTING AWAY  
WITH MURDER.**

**ALCOHOLISM.  
IT'S WHY  
HALF A MILLION  
TEENAGERS END UP  
ON THE ROCKS.**



**STORER  
STATIONS**



# 50 YEARS OF INVOLVEMENT. 50 YEARS OF BROADCASTING THAT SERVES.

1927. Lindbergh winged his way to Paris. Babe Ruth hit 60 home runs. And George Storer entered broadcasting with a 50-watt radio station in Toledo, Ohio.

In 1927, President Calvin Coolidge spoke for many Americans when he pronounced, "The business of America is business."

But he wasn't exactly speaking for the late George Storer and his colleagues, and for all those who for the last 50 years have been building Storer Broadcasting into a vital force in the broadcasting industry. For them, Coolidge might have added, "The business of America is also involvement. In

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# Monday Memo®

A broadcast advertising commentary from Bernie Zlotnick, senior vice president/creative director, Leber Katz Partners, New York.

## Now you see him, now you don't: Hanes does a take-off on underwear

The evening of March 21, 1977, was for me one of the most exciting dates I could remember. Why? Because on all three television networks, the first "Invisible Hanes Man" commercial was about to make its debut.

Here I was, at 11:30 p.m., a grown man with major TV campaigns under my belt, waiting in front of the tube like a little kid. I had called all my friends and relatives, and while the minutes ticked away before the showing, I thought back to last winter, when my agency, Leber Katz Partners, and our client, Hanes Knitwear, maker of Hanes Underwear, agreed on the message to the consumer.

After reviewing loads of consumer research, we decided that the advertising would communicate "comfort and value" to the public. So, in late fall, with myself as art director and Alan Glass as writer, the creative thinking began.

How does one convey that message simply, clearly and entertainingly on television? On top of everything, we also had to concern ourselves with the National Association of Broadcasters code restriction against showing a live, human body in underwear. It was a tough problem. We thought of ideas using music, comedy, slice of life and demonstration, but nothing excited us. Then one day, we being old book bums, nostalgia nuts and movie buffs, the idea hit us. Why not the H.G. Wells plot of "The Invisible Man?" We remembered the police closing in, and the Invisible Man's escaping by removing all his clothes and quietly disappearing into the night. We also remembered that he told someone to get him a blanket because he was naked and freezing.

So, we thought, what if the famous character wore underwear? What if it was Hanes? What if he forgot to take it off? Why? Because it was comfortable, of course. It all fell beautifully into place and made for a long, open-end campaign.

The simple part was creating the storyboards, patterned after the old movies. Where the opening super would say "The Invisible Hanes Man," you would see flashing police lights and you would hear "Surround the house, men. We have the Invisible Man trapped inside." We would cut to inside—and see our hero, wrapped in bandages, sunglasses, robe and gloves, looking out of the window, and saying, "Heh, heh, they won't get me, I'll become invisible and get away."

He would then unwrap the bandages



Bernie Zlotnick joined LKP as senior vice president and creative director in July 1976. He directs work for R.J. Reynolds, Seagrams, Hanes and other major business. Previously, he ran Barnett, Zlotnick Advertising, a subsidiary of Young & Rubicam Enterprises. Before that, Mr. Zlotnick was at Young & Rubicam, where he was involved in creating advertising for Eastern's "Wings Of Man," Chrysler-Plymouth, Procter & Gamble, Johnson & Johnson, General Foods, Bristol-Myers and Frito-Lay.

and we would show disembodied underwear sneaking out of the house. The voice-over would say, "Hanes Underwear is so comfortable, men forget they have it on." Over a close-up of the moving waistband, we would continue, "Washing after washing, Hanes waistbands keep their comfort fit." Over a close-up of the hollow collar—"Hanes T-shirts don't sag at the collar." The cops would then spot him and shout: "There he is, men, he's getting away." As they grab him and lead him to the waiting car, the Invisible Hanes Man would say, "Egads, Hanes made me forget."

A super would follow: "Hanes Underwear. So comfortable, you forget you have it on." Then, we would end with a tag pushing a special price-off during different times of the year.

Because of the network frequency, we knew we needed a second commercial. We decided it would be a natural to put the Invisible Hanes Man in a railroad station, with the same opening, but a different audio—a railroad loudspeaker announcing, "Attention, the Invisible Man's in the station. Seal all exits." The rest of the spot would repeat the first commercial.

We presented the boards to the client and Hanes quickly approved them. Then, a face-to-face meeting with the network censors, who asked that we "carefully watch the bulges."

We knew producing it wouldn't be simple, because it had to be on tape. Film was

out of the question, since the high expense of film opticals would take it out of our estimate, yet we wanted the mood and charm of the old films. And since this was also the first time underwear moved on television, I wanted it to have the best optical production ever done—and not the terrible chroma keys you see on the other TV spots. That's why we went to film director Norman Griner of Myers & Griner/Cuesta, who could bring the mood of film to tape. And for the best matte technique, we had to go to Teletronics, who could bring off the moving underwear with a technique that wouldn't show the hard edges.

With Griner and Teletronics working out the technique details, we went ahead with casting. We decided on a dancer who could "act" with his body and hide the embarrassing details.

After many discussions and careful planning, Griner and LKP developed a shooting board and we were ready.

First, we shot the scene of the Invisible Man reacting to the police outside and starting to unwrap. Then, the backgrounds were carefully shot for the unwrapping and the underwear sneak-out. (The actor was not shot against the backgrounds, for he would be matted the next day over the background footage.)

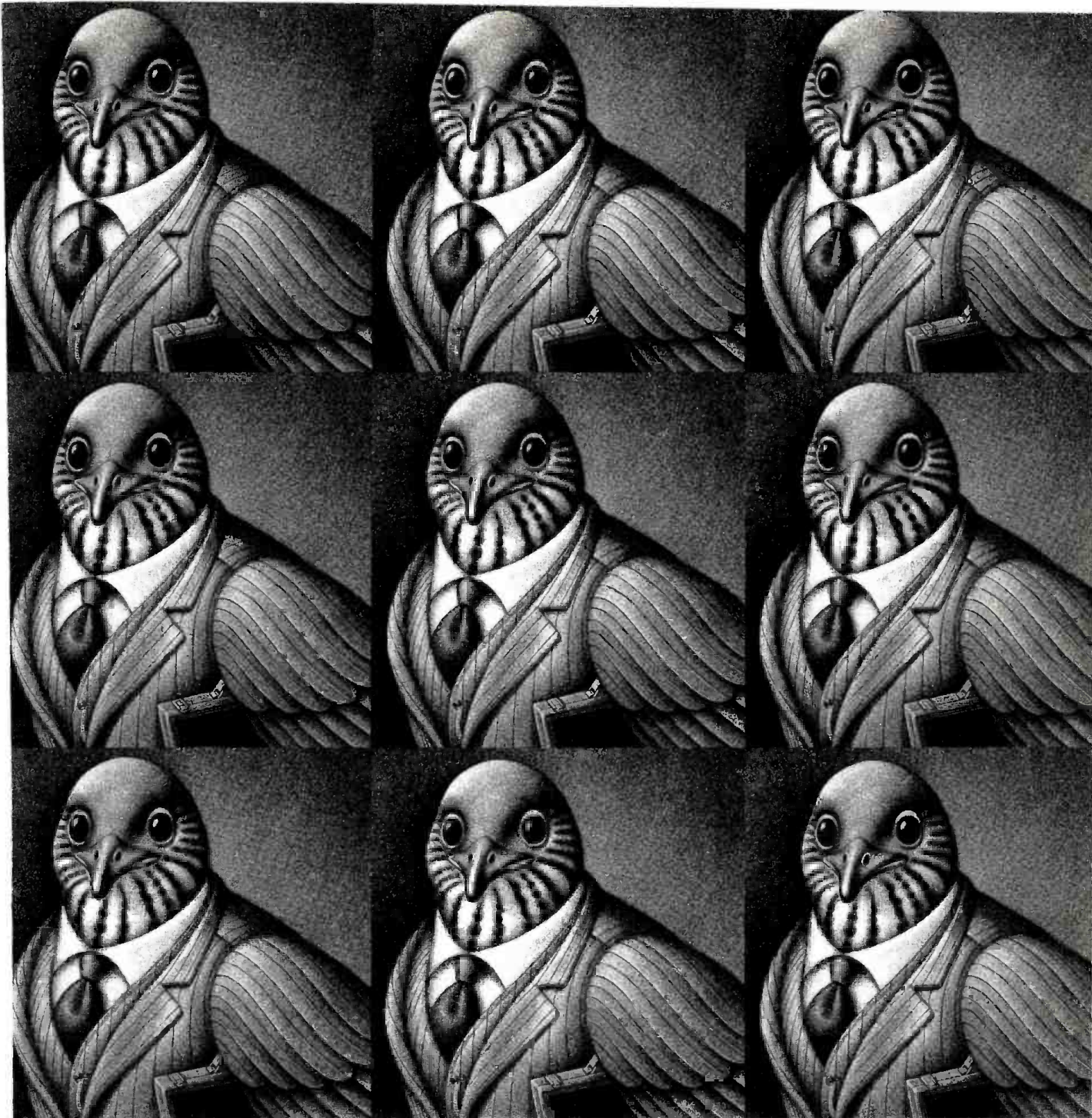
The next morning in the Teletronics studio, the process of matting the Invisible Man into the background began. In order to make him invisible, the actor had to be outfitted with a blue costume close in color to the blue studio background. By covering every part of his body with this blue material, leaving only the underwear exposed, the special effect was achieved successfully.

The following day, at a railroad station, we did the location shots for the second commercial.

Everything worked, and we successfully ended the planned four-day shoot. The editing, music and the mixing of sound effects and voice went smoothly, so the two commercials worked perfectly. The tape was ready and cassettes were made. A week later, we thoroughly tested the spots to determine the extent of the consumer appeal, as well as the ability to effectively communicate the intended product benefits. Each spot received the highest scores in every way. We hid the bulges, the networks gave us their blessings and we were on our way.

And, so it was now 11:42 p.m. and the train commercial was on the air. At 11:43, I called my mother and I asked: "Well, Ma, what do you think?"

She quickly said: "Bernard, why did you wake me up so late? What's wrong?"



# Join the flock of early birds.

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

They're taking advantage of our

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

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

The Four Demographic Radio Networks.



Divisions of ABC Radio Network

**RADIO** abc

# Datebook

■ indicates new or revised listing

## This week

**Aug. 9**—*American Bar Association* hearing on updating and revising ABA standards on fair trial and free press. Chicago. Palmer House, Chicago.

**Aug. 11-12**—*New Jersey CATV Association* annual meeting. Howard Johnson Regency hotel. Atlantic City.

## Also in August

**Aug. 17-19**—*Rocky Mountain Cable Television Association* summer meeting. Ramada Show King Inn, Jackson, Wyo.

**Aug. 17-19**—*Arkansas Broadcasters Association* summer convention. Speakers will include Harry Boyle, chairman, Canadian Radio-Television Commission, and Julie Hoover, ABC-TV director of standards, Indian Rock Resort, Fairfield Bay.

**Aug. 18-21**—*National Federation of Community Broadcasters* national conference. Augsburg College, Minneapolis.

■ **Aug. 19**—*Kansas Association of Broadcasters* second annual sports seminar. Royals stadium, Kansas City, Mo.

**Aug. 21-23**—*Southern Cable Television Association* 17th annual convention. Southeast chapter of *Society of Cable Television Engineers* will hold meeting and technical sessions during convention. SCTE contact: Guy Lee, Georgia Cablevision, (404) 892-2288.

**Aug. 21-24**—*Association for Education in Journalism* annual convention. Radio-TV division of AEJ will offer several panels dealing with broadcast research, ENG and news media topics. University of Wisconsin, Madison, Wis.

**Aug. 22**—FCC's new deadline for comments on proposal to add four VHF drop-ins (Charleston, W. Va., Johnstown or Altoona, both Pennsylvania; Knoxville, Tenn., and Salt Lake City). Replies are now due Sept. 22 (Docket 20418). FCC, Washington.

**Aug. 22**—FCC's new deadline for comments on proposal to prohibit acquisition of more than 10% of any broadcast licensee or of any newspaper which could not be controlled or owned with concurrently owned or acquired stations (Docket 20548). Replies are due Sept. 1 FCC, Washington.

■ **Aug. 25-26**—Eastern convention of *National Religious Broadcasters*. Hotel Bethlehem, Bethlehem, Pa.

**Aug. 25-28**—*West Virginia Broadcasters Association* fall meeting. The Greenbrier, White Sulphur Springs.

**Aug. 26-Sept. 4**—*International Radio and TV Exhibition 1977 Berlin*. Berlin Exhibition Grounds, Berlin. Contact: Bodo H. Kettelhack, P.O. Box 19 17 40, D-1000, Berlin 19.

**Aug. 27**—*Radio Television News Director Association* region 11 conference. Sheraton-Wayfarer, Bedford, N.H.

## September

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

■ **Sept. 1**—Deadline for entries in national Abe Lin-

coln awards of *Radio-Television Commission of the Southern Baptist Convention*, which will be conferred in February 1978 at Tarrant Country Convention Center, Fort Worth. Information: 6350 West Freeway, Fort Worth.

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

■ **Sept. 2-4**—Third annual conference of the *National Black Media Coalition*. Metropolitan hotel, Washington. Information: Terry Noble, NMBC, 2027 Massachusetts Avenue, Washington 20036; (202) 296-4238, or Pat Scott (202) 466-8407.

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

**Sept. 7-9**—"Business and Media: A National Symposium" on the relationship between free enterprise and free press, sponsored by the *Georgia State University Chair of Private Enterprise*. Georgia State University, Atlanta.

**Sept. 10**—Region 13 workshop of *Radio Television News Directors Association*. Washington.

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

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

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

**Sept. 14-15**—*Ohio Association of Broadcasters* fall convention. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) will speak. Columbus Sheraton, Columbus.

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

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

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

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

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

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

**Sept. 18-20**—*Nebraska Broadcasters Association* convention. Speakers will include Sig Mickelson.

## Major meetings

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

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

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

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

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

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

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

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

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

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

**April 9-12, 1978**—*National Association of Broadcasters* annual convention. Las Vegas. Future conventions: Dallas, March 25-28, 1979; New Orleans, March 30-April 2, 1980; Las Vegas, March 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984.

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

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

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

**June 1-3, 1978**—*Associated Press Broadcasters* annual meeting. Stouffer's Twin Towers, Cincinnati.

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

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

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

Radio Free Europe/Radio Liberty; Hugh Mulligan, AP; Erwin Krasnow, NAB; Sam Stolk, FCC, and attorney-publisher Larry Perry, Scottsbluff.

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

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

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

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

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

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

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

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

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

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

**Sept. 26-28**—*Eascon '77* conference on electronics and aerospace systems. Sheraton National hotel,

**No chairman this year.** The International Radio and Television Society's new "Newsmaker Luncheon" season in New York, which usually opens with the chairman of the FCC as speaker, is slated to open this year on Sept. 15, but probably with some other top industry figure in the speaker's role. Robert H. Boulware, executive secretary, said last week.

Present plans are to wait until a new FCC chairman is named by President Carter before scheduling the society's annual FCC luncheon. Mr. Boulware said. FCC Chairman Richard E. Wiley's term expired June 30 but he is continuing to serve pending selection of his successor. He has opened the IRTS fall season for the past three years.

This Sept. 15 luncheon will be held at the Americana hotel.

Arlington, Va. Information: Eascon-'77, suite 636, 821 15th Street, N.W., Washington 20005.

**Sept. 26-28**—Seventh annual assembly of the *Council of Better Business Bureaus*. Bert Lance, director of the Office of Management and Budget, will be special luncheon speaker Monday; Lowell Thomas will be dinner speaker; Fred O'Green, president, Litton Industries, will be second-day luncheon speaker. Antlers hotel, Colorado Springs.

**Sept. 26-Oct. 1**—"Telectronica '77" telecommunications, radio and television equipment exhibition. Participation will be limited to 45 U.S. companies. Caracas, Venezuela. Information: Hans J. Amrhein,

Room 4036, Office of International Marketing, Department of Commerce, Washington 20230; (202) 377-2332.

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

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

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

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

■ **Sept. 30-Oct. 2**—Northeast area conference of *American Women in Radio and Television*. Berkshire Hilton, Pittsfield, Mass.

## October

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

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

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

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

**Oct. 5-9**—*Information Film Producers of America* national conference, trade show and awards festival.

# FREE

## PUBLIC SERVICE MESSAGES WARNING OF THE DANGERS OF WHIPLASH INJURY

# BEWARE OF THE JOLT

### A series of Radio and Television spots in behalf of Public Safety and Health!

Automobile injury is one of the major health threats in modern society. But the problem is not limited to the tragic death-and-scarring injury accidents that most people fear. Even more serious in terms of numbers is the minor jolt or twist incident that creates neck and spine problems.

Perhaps automobile accidents can't be prevented in a mobile society, but negligence can. Help us to keep those minor twists or strains from turning into major health problems.

## ORDER FREE RADIO & TV SPOTS

TO: American Chiropractic Association 77-3  
2200 Grand Avenue / Des Moines, Iowa 50312

Please send me your new series of produced public service spots titled "Beware Of The Jolt" for:

- Television (1-60sec. and 1-30 sec. Filmed Spots)  
 Radio (5-60 sec. and 5-30 sec. Taped Spots)

I understand the spots will be sent without cost or obligation.  
Public Service Director

Station \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Holiday Inn, Chicago Film Center, Chicago. Contact: IFPA, 3518 Cahuenga Boulevard West, Hollywood 90068; 874-2266.

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

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

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

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

■ **Oct. 9-15**—Intelcom '77, international telecommunications exposition, featuring exhibits, technical seminars and sessions, conducted by *Horizon International House Georgia World Congress Center*, Atlanta. Information: Barbara J. Coffin, HIH, 610 Washington Street, Dedham, Mass. 02026.

**Oct. 10-13**—*Electronic Industries Association* 53d

annual convention. Fairmont hotel, San Francisco.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

■ **Oct. 27-28**—CATV technical seminar by *C-COR Electronics Inc.* 60 Decibel Road, State College, Pa. Contact: John Yack C-COR, (814) 238-2461.

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

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

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

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## November

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

**Nov. 4-5**—Fifth annual Midwest Seminar on Videotape and Film, sponsored by the *Chicago Film Council, Chicago Television Guild, IFPA Film and Video Communicators and Society of Motion Picture*

and Television Engineers. Downtown Marriott hotel, Chicago.

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

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

**Nov. 7-12**—Western Cable Show, sponsored by the *Arizona Cable Television Association*, *California Cable Television Association* and *Hawaii Cable Television Association*. Town and Country hotel, San Diego.

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

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

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

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

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

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

■ **Nov. 13-15**—*Television Bureau of Advertising's* annual meeting. Hyatt Regency hotel, San Francisco. V. 13-16 *National Association of Educational Broadcasters* convention. Sheraton Park hotel, Washington.

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

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

■ **Nov. 15**—*National Association of Broadcasters* public meeting on TV programming. Dallas.

**Nov. 16-19**—Second annual international Videodisc/ Home Video Programming Conference, an undertaking of *Visiondisc Corp.* Loeb Conference Facility, New York University, New York.

**Nov. 16-20**—National convention of *The Society of Professional Journalists*, *Sigma Delta Chi*. Renaissance Center, Detroit.

■ **Nov. 17-18**—*Arizona Broadcasters Association* fall convention and annual meeting. Doubletree Inn, Scottsdale.

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

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

■ **Nov. 20-23**—Washington-based *National Commission on Cooperative Arrangements* conference on community colleges and telecommunications (Rescheduled from Aug. 1-4). Crown Center, Kansas City, Mo.

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

## December

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

# WCMS MARINE PATROL Could Save Your Life!



The Marine Patrol covers approximately 400 square miles of the Atlantic Ocean, Chesapeake Bay and its tributaries. In addition to broadcasting nautically oriented news reports, the Marine Patrol offers the world's first floating **emergency medical service**. This water borne ambulance is equipped as a mobile **Intensive Care Unit**, complete with **EKG equipment**. It is staffed by state certified, nationally **registered paramedics**. All medical service is **free of charge** and offered by WCMS radio as a **public service**.



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## Receiver drops ball

EDITOR: Regarding the July 25 letter from John Galanes of WGFT(AM) Youngstown, Ohio, I can only say I agree. I have never thought of AM radios as inferior. After all, it is AM radio that has put bread on my table. But John is right, receivers have not been as good for AM as compared with FM. I hope the emphasis on improvement of AM receivers discussed at the last National Association of Broadcasters board meeting will help matters.—*Bill Sims, president, Wycom Corp., Laramie, Wyo., and member, NAB board.*

## Outside in

EDITOR: Many thanks for the excellent story on Action for Children's Television's meeting with the Federal Trade Commission in BROADCASTING's July 25 issue. As a group working from outside the industry to encourage change, we particularly appreciate the fair and complete coverage of our efforts we have come to expect from your news columns.—*Peggy Charren, president, ACT, Newtonville, Mass.*

## More to the story

EDITOR: Your special report, "Coming Up To Speed on Radio 77." (BROADCASTING, July 25), was right on target. However, one point needs clarification. The number of new advertisers you mention for the CBS Radio Network [15] and CBS Radio Spot Sales [10] represents just a partial list—the tip of the iceberg on a true advertising success story.—*Sam Cook Digges, president, CBS Radio, New York.*

## Radio another way

EDITOR: I have just finished reading "Overview: How tomorrow's radio looks from today's" in your July 25 issue. I feel

it is appropriate to mention that our cable-TV company has just leased the audio portion of one of our TV channels to a group that has set up a cable-radio operation.

On July 10, 1977, MYPS Productions, located in Camden, N.J., began programming on the sound portion of our Reuters news channel. MYPS was formed several years ago as a nonprofit organization that trains young adults for careers in broadcasting. MYPS chose to use cable as a transmission medium for many of the reasons outlined in the article. Being located in the Philadelphia metro market, it was only able to secure a license for a low-power educational FM channel. This restricted it to serving only a few city blocks. Through our cable system it is able to reach thousands of listeners in eight suburban communities. Another advantage to MYPS is that as a leased cable channel it is able to operate its cable radio as a commercial venture and carry advertising to support it.

What makes this arrangement even more interesting is that MYPS is black-owned-and-operated and programs to white, middle-class suburbs with a beautiful-music format. MYPS also originates local news and sports, special events and talk shows. The operation appears to have been an instant success with both listeners and advertisers alike.—*Donald P. DeCinque, program coordinator, Cable Systems Inc., Audubon, N.J.*

## Car radio

EDITOR: On July 20, Fort Pierce, Fla., was hit by a partial power failure, and WFTP(AM) was forced off the air. However, sister station, WLQY-FM had power at its transmitter, but no power at the studio location. Station owner and engineer Ron Crider rigged up a battery-powered

microphone, connected to a telephone line to the transmitter, and commenced broadcasting live with wall-to-wall talk (a direct contrast to the all-music format), featuring information regarding the power failure, with information being phoned in to the station by its staff and listeners. When darkness set in, the on-air operation moved to Mr. Crider's automobile, affording air conditioning and music provided by the car's eight-track tape deck.—*Denny Eckland, general manager, WLQY-FM Fort Pierce, Fla.*

## Blackout kudos

EDITOR: The New York blackout was almost a blessing in disguise for the broadcasting industry. It showed the difference between the men and the boys in terms of which stations served the public and which stations did not or could not.

In spanning the radio dial on July 14 I was able to hear a mix of standard programming, dead air, real public-service programming and a good mix of the above.

In addition to the stations mentioned in your article on July 18, recognition should be also given to WNEW(AM), which not only had its jocks live from the station's balcony overlooking Fifth Avenue and 45th Street and music and commercials from its transmitter site in New Jersey, but live national and international news fed from other Metromedia stations intermixed with important local information. They did a bang-up job in addition to having a good time on the air, and this, as far as I'm concerned, is public-service radio at its very best.—*Bill Sobel, Roslyn, N.Y.*

## Half right

EDITOR: When a magazine with your reputation for accuracy fouls up, it's an exception. But I just had to tell you that in "Closed Circuit" in your issue of July 25 under the heading, "Long bench," you gave Stonehenge credit for being in co-production with Chuck Fries on *Spiderman*.

We ought to know. We share the billing with Fries—*Dan Goodman, Dan Goodman Productions, New York.*

## The M difference

EDITOR: Although we're delighted with the first rating book of our newly AOR-formatted FM facility, WIYY, WBAL(AM), Baltimore's number-one radio station, continues to develop its MOR format, not AOR as stated in BROADCASTING, July 25.—*A. Sibbald Doan, research director, WBAL Radio, Baltimore.*

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## NORTHWEST ORIENT CARGO

# Broadcasting 4 Aug 8

Vol. 93 No. 6

## Top of the Week

### Sales scales tip toward TV networks

**TVB does another take on estimate for '77: total will still approach \$8 billion, but spot gain only 5% while three majors will jump 22%**

The unexpectedly strong pace of network TV sales and the protracted slowdown in spot TV business have led the Television Bureau of Advertising to revise its projections of gains for the year.

Roger D. Rice, TVB president, said last week that total advertiser investments in television are still expected to reach \$7.67 billion in 1977, meeting TVB's original forecast of an over-all 14% increase over the 1976 bonanza. But where TVB initially forecast 13% increases in both network and spot this year, it is now projecting a 22% increase in network, to \$3.43 billion, and a 5% increase in spot, to \$2.34 billion.

TVB has also revised downward somewhat its earlier forecast for a 15% increase in local sales, putting it now at 12% to reach a total of \$1.9 billion but also emphasizing that local now appears to have regained strength.

The projected gains for 1977 would be on top of 1976 increases that TVB estimated at 28% in total sales—with 37% in spot, 22% in network and 27% in local.

The unabated strength of network sales has surprised many observers, especially in view of recurring complaints by advertisers and agencies about high network prices. As of July 10, network billings for the year had passed \$1.8 billion, up 23.6% from almost \$1.5 billion at the same point in high-flying 1976 (BROADCASTING, Aug. 1).

The slowdown that struck spot-TV sales also was unexpected, certainly in its persistence. It is blamed in large part on advertisers' heavy commitments to network TV. Sales reps continue to hope for a snapback in the fourth quarter, and most also emphasize that—as even TVB's revised projections indicate—it is not that sales are down from last year so much as that they're not maintaining the lively tempo originally expected of them (BROADCASTING, July 4).

Mr. Rice made public TVB's new sales projections in a statement emphasizing

that increased advertiser demand for network time has created increasingly favorable opportunities in spot. Advertisers, he said, should take a new look at their budgets in light of changed circumstances:

"In preparing '77 television ad budgets early in the year, many advertisers anticipated spot-television rate increases that did not materialize. Meantime, other media rates continued their upward thrust. For example, magazine rates so far this year have climbed 10% and newspaper rates another 9.4%.

"Now is an excellent time to re-evaluate over-all ad budgets and take advantage of spot television's choice availabilities and cost efficiencies."

Increasingly, Mr. Rice said, advertisers will choose between spot and network TV on the basis of factors other than price:

"A key factor will be marketing goals,

which sophisticated advertisers recognize vary from market to market. Thus local media take on added importance. Spot television with its flexibility, adult reach and cost efficiency become the most attractive media buy."

Mr. Rice said the projected 5% increase in spot-TV investments this year reflects "solid advertiser endorsement in the light of the medium's tremendous popularity last year."

Mr. Rice also said he expected local/retail TV sales to show hefty third-quarter gains, "almost as big in July and August as last year's comparable record-shattering percentages."

Local/retail is also "shaping up very strong" for the fourth quarter, he said, adding that "advertisers who have yet to commit fall spot-television budgets should be made aware of this situation."



### First-drafting a harder line

"Above and beyond the requirements of law broadcasters must consider the family atmosphere in which many of their programs are viewed . . . There shall be no graphic portrayal of sexual acts by sight or sound." That is a sample from a four-paragraph proposal for the National Association of Broadcasters television code, pieced together last week by the special NAB committee charged with strengthening the code's anti-sex-and-violence provisions.

Members of the committee, shown here at its first meeting in Washington Thursday (l-r): Kathryn Broman, Springfield (Mass.) Television Broadcasting, and chairman of the NAB TV board and of the committee; Charles Batson, Cosmos Broadcasting, Columbia, S.C.; James Conley, Meredith Broadcasting, N.Y.; Michael Kievman, Cox Broadcasting, Atlanta, and Leonard Swanson, WIC-TV Pittsburgh. (Also at the meeting, but not pictured are NAB Joint Board Chairman Donald Thurston of WMNB-AM-FM North Adams, Mass.; NAB President Vincent Wasilewski; Executive Vice President and General Manager John Summers, and Senior Vice President for Public Affairs Thomas Swafford.)

The proposal is far from being set in concrete, having been drafted in the absence of two key members of the group: TV Code Board Chairman Robert Rich of KBJR-TV Duluth, Minn., and A. James Ebel of KOLN-TV Lincoln, Neb.

The Thursday session was reportedly "very harmonious," to the relief of at least one observer who had braced for tension between TV board and TV code board representatives on the committee. The decision to rewrite the code "to reassert in more specific terms the broadcaster's recognition of television as primarily a family medium" was by vote of the TV board at its meeting in June (BROADCASTING, July 4)—after the TV code board had made clear its opposition to changing the code.

It was a good meeting of the minds," Mrs. Broman said. The committee will meet again, most likely a week before the special NAB TV board meeting scheduled Sept. 15, at which time she said she hopes it will agree on language that is "more specific" on the treatment of sex and violence. "But there is not going to be a laundry list" of do's and don't's, she said.

## Harris finds big jump in viewer disapproval of TV violence

Percentage of those who think it excessive is up to 71%, up from 59% in 1968 survey

Seven Americans out of 10 think there is too much violence on TV and disapprove of the kind of violence as well as the amount, the Harris Survey reported last week.

These figures "are sharply higher than they were a decade ago," Pollster Louis Harris said in a syndicated article reporting results of the survey, conducted among 1,459 adults. The survey dealt only with entertainment programs, specifically excluding news programs.

Despite the levels of disapproval, the survey found, about four out of 10 said they "often" watch TV shows containing violence—16% said they did so "very often" and 25% "quite often." The terms were not defined. In addition, 37% said they watch such shows "only now and then" and 21% said "almost never."

Those most prone to watch this kind of programing, Mr. Harris wrote, "are people under 30, those who live in the South and West, rural people, blue-collar workers, blacks and those in the \$10,000-\$15,000 income bracket—groups that comprise an important part of the regular television audience."

The 71% who said they felt there is too much violence on television were almost triple the number, 24%, who thought there is "a reasonable amount," and dwarfed the 3% who found "very little violence" and the 2% who were not sure.

In addition, 71% said they disapprove of, as the survey put it, "the kind of violence that is portrayed on TV," while 23% approved and 6% were not sure.

All these findings reflect gains, some marked, in perceptions of violence over the past 10 years. In a similar study in 1968, the Harris report said, about six out of 10 (59%) rather than seven out of 10 found too much violence, about a third (32%) rather than a fourth thought there was a reasonable amount, 4% found very little violence and 5% were not sure. Also in 1968, the number who disapproved of the kind of violence then offered was lower (63%) than now, those who approved were somewhat more numerous (25%) and there were more not-sures (12%).

The new survey found relatively little support for conventional arguments in defense of TV violence.

Two-thirds (65%) thought it "highly unlikely" that violence "supports and strengthens American values," as against 19% who thought it "possibly" does and 6% who considered it "highly likely."

Panelists were evenly split on whether

TV violence "provides entertainment and relaxation without harmful or bad effects"; 46% considered this concept "highly unlikely" while the same number thought it "possible" (33%) or "highly likely" (13%).

A little over half (51%) thought it "highly unlikely" that televised violence "allows viewers to blow off steam, thereby decreasing the likelihood of their being violent," while 33% thought this possible and 8% thought it highly likely.

The panelists were more emphatic in endorsing conventional criticisms of TV violence.

Thus 54% thought it highly likely and 35% thought it possible that TV violence "triggers violent acts from people who are maladjusted or mentally unstable," as against 7% who thought this highly unlikely.

In addition, 43% thought it highly likely and 37% thought it possible that such violence "plays a part in making America a violent society," compared with 16% who tended the other way. And 37%

**Another look.** The issue of sex and violence also came up in a survey released last week by the R.H. Bruskin market research firm. Bruskin asked 2,531 respondents what they thought 1987 would bring in automobiles, clothing, air travel, sports and television programs. The survey asked open-ended questions; respondents could answer as they chose. What they said about TV: 11% thought that programs would have less violence, 7% said it would have more; 4% foresaw more sex and permissiveness, 1% predicted less; 11% answered that programs would be better, 9% felt they would be worse; 70% said programing would be changed in 10 years, 15% thought it would be about the same.

thought it highly likely and 35% possible that violence on TV "makes people insensitive to real acts of violence that they hear about or see," while less than a third as many—20%—found this unlikely.

## Van Deerlin lowers curtain on act one

*Representative Lionel Van Deerlin's (D-Calif.) Communications Subcommittee concluded the broadcast chapter of its Communications Act review last Friday (Aug. 5). The eight days of panel sessions were "extremely useful," the chairman said at their close. "On the whole I think the caliber of witnesses was extremely high."*

*His only disappointment, Mr. Van Deerlin noted, was that most of the 45 witnesses last week were heard only by him and ranking Republican Lou Frey (R-Fla.). Other members of the subcommittee dropped in momentarily at various times, but were involved most of the time on the House floor where the energy bill was under consideration.*

*The actual drafting of legislation will not begin before December this year, Mr. Van Deerlin said. Following Congress's month-long recess, the subcommittee plans further discussion series on: public broadcasting (Sept. 7-9), safety, special and mobile radio (Sept. 12, 15-16, 19-20), domestic common carriers (Sept. 21, 26-28), cable television (Sept. 29-30) and international communications (Oct. 4-6).*

*Then will come the hard part: trying to write a bill. As Mr. Van Deerlin stated the dilemma: "Why shouldn't [the American TV viewer] be able to do what a wealthy Japanese will be doing next year?"—put up a roof-top antenna and a 36-inch satellite receiving dish? On the other hand, is it right to take steps that might lead to the dismantling of a multibillion dollar industry? "It's a real stickler," he said, and added, "I have no idea" what the legislation will say.*

*This is what was said last week in three days of panel discussion and two other sessions of individual testimony by 23 witnesses:*

### Tuesday: Valenti, Rich charge networks unfairly control programs; CBS's Schneider points out risk investment warrants some rights

"What this committee ought to be concerned with is the question of power," Jack Valenti, president of the Motion Picture Association of America, maintained during a House Communications Subcommittee panel discussion on television programing last Tuesday.

He said it with a sidelong glance at network officials Jack Schneider, president of the CBS Broadcast Group, and James Duffy, president of the ABC Television Network. "Congress's job, Mr. Valenti said, is to see that power does not become misshapen to the detriment of the public . . . There's little doubt that the networks control program production."

Mr. Valenti's remarks were in the context the motion picture business's interest. But out of context they address what virtually everyone at the subcommittee's fifth hearing on the Communications Act review wanted to talk about—the networks' power.

By Mr. Valenti's account, the networks' "vice-like grip" has created a "closed market" in TV programing. The network system is one of the reasons UHF TV cannot get off the ground, he said. With most program producers working for the networks, there is not enough fresh programing to sustain UHF growth.

Other alternatives have not panned out yet, he said. Norman Lear's efforts to take new programs directly to stations, for instance, bypassing the networks as he did with *Mary Hartman, Mary Hartman*, has "not proved economically sound." And although pay cable "is a great supplemental market," no pay cable system is going



Members of the **broadcast programming** panel (l-r): Joseph Floyd, KELO-TV Sioux Falls, S.D.; Lee Rich, Lorimar Productions; Jack Schneider, CBS; James Duffy, ABC; Leavitt Pope, WPIX(TV) New York; Ralph Baruch, Viacom International, and Jack Valenti, Motion Picture Association of America.

to be strong enough to do all its own programming for the next four or five years, he predicted.

Mr. Valenti urged that Congress force the networks to abolish their practice of requiring long-term options, which give them first call on TV productions they sign up, usually for five years. Without the options requirement, producers would be free after a year to "move the product around to different markets," Mr. Valenti said. And like dominoes, other restrictive practices of the networks would fall away, he added: "If there were an open market, it would allow more competition, there would be more people getting involved, more talent getting involved."

Mr. Valenti was backed by Lee Rich of Lorimar Productions, Burbank, Calif., who told the subcommittee that producers are being hurt by the current system of "deficit financing" of TV shows, of having to rely on syndication to recapture the money spent on programs originally produced for the networks. Generally, he said, producers have to make 100 "negatives" (episodes) of a program before syndicators become interested in it. Building a bigger deficit with each production "you're hoping and praying for those 100 negatives," he said, "which unfortunately doesn't happen very much."

Mr. Rich acknowledged that "nobody's starving" in his business. "If you have a smash hit, you're doing well," which prompted Representative Lou Frey (R-Fla.), ranking Republican on the subcommittee, to ask why Congress should help someone who cannot keep up with competition.

"I don't think that would happen," Mr. Rich replied. "We who are good, make us whole . . . because we can't be good every time." He maintained that "for us to continue to be in this business, we've got to reach a point where we're at least breaking even" on productions.

A major "imperfection" in the current system, Mr. Rich said, is that in taking out options, the networks set the prices they will pay on programs before the programs are actually produced. If the program becomes a hit, it could make \$250,000 to \$350,000 an hour more for the network in advertising than if it were not—but none of that would be returned to the producer, Mr. Valenti added. Said Mr. Rich: "You're setting prices on things you don't know anything about."

CBS's Mr. Schneider argued, however, that it is the networks, in risking their

capital, who make it possible for new programs to be produced. Pilots have become much more expensive in recent years, he said. For example, the original episode of the old *Dick Van Dyke Show* cost \$60,000 to produce, he said, while last year CBS spent "in excess" of \$40 million to make about 40 pilots, "six or seven" of which actually went on the air.

"In return for the risk investment," the networks want assurance of holding on to a program that might become a hit, Mr. Schneider said. Referring to the options agreements, "I don't think these are unusual business relationships."

Discussion also focused on the networks' relationship with stations. Representative Albert Gore Jr. (D-Tenn.) asked about the input of local stations in the ABC series, *Soap*, which is scheduled to begin this fall. "I haven't seen a great clamor around the country for more sex during prime time," he said.

ABC's Mr. Duffy defended the program as being an answer to the complaint that television is "chewing gum for the eyes." "Soap is innovative," he said. The characters may be "outlandish," but each has "redeeming value." Stations can refuse it, but so far only eight have, he said, and 172 of 191 ABC affiliates have agreed to carry the program.

Mr. Rich joined in the defense of the program. "I think you have to see it," he said. "I have had nothing to do with it, but I've seen the program and I think ABC's to be commended for putting it on the air."

The broadcasters, including one station owner, argued generally that the networks have been good for local stations. Joseph Floyd of KELO-TV Sioux Falls, S.D., said he

is satisfied with the relationship between his station and the networks. It is the national, not the local, programs that produce the greatest demand for advertising time, he said, and the national programming is better than local. His station has a children's program, *Captain 11*, but he said the network's kids show is better. "What could we do that looks like [Capt.] Kangaroo?" he asked.

The network affiliate has the option to replace an hour of network prime time programming with a show of its own, Mr. Schneider concurred, but "by and large, network programming supplied to the station turns out to be the most popular."

Mr. Schneider objected to the "undercurrent" he said he sensed at the hearing that there is something inherent in locally produced programming that makes it better than nationally produced shows. The fact is that "the station takes the network because he's trying to be popular; he's trying to be successful, he's trying to survive."

An example of what happens when time is reserved for local programming is the prime-time access half hour from 7:30 to 8 p.m., which is filled on most stations by games shows, Mr. Rich said. "When the networks were programming from 7:30 on, generally the quality was better," he contended.

The broadcasters defended their current prescreening arrangements that permit local affiliates to preview potentially controversial programs before airing them.

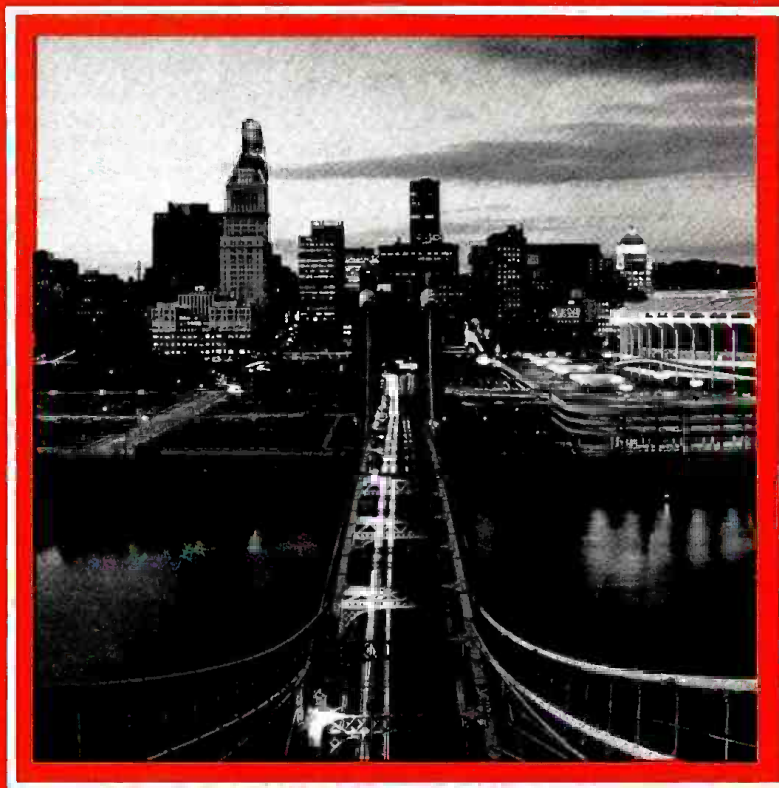
To set a prescreening deadline of 30 days before airtime would be "impossible," Mr. Rich said. "Two weeks, perhaps."

But it would not make any difference either way, Mr. Floyd said. "We wouldn't do a better job of service if we had longer time," he said. Longer lead-time for prescreening has been proposed in legislation by subcommittee member Edward Markey (D-Mass.), based on the proposal of Westinghouse Broadcasting President Donald McGannon, who "is about four feet above God," Mr. Rich said sarcastically.

Leavitt Pope of WPIX(TV) New York contrasted the role of the independent station against that of the network affiliate. The main difference is that for the indepen-



**Regulation versus competition** was the topic for panelists (l-r): Donald Thurston, WMBZ-AM-FM North Adams, Mass., and National Association of Broadcasters; Stanley S. Hubbard, KSTP(TV) Minneapolis-St. Paul; James C. Dowdle, WTOG-TV St. Petersburg, Fla.; Paul MacAvoy, formerly of the Council of Economic Advisers, now with the Yale University School of Organization and Management; Dennis Doelitzsch, WOOD(FM) Marion, Ill.; Henry Geller, Aspen Institute Program on Communications and Society; Thomas Swafford, NAB; Collot Guerard, Media Access Project, and James Gabbert, KIOK(AM)-KIOI(FM) San Francisco and National Radio Broadcasters Association.



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WCCO Minneapolis-St. Paul, KMOX St. Louis, KPRC Houston  
KIRO/KSEA Seattle, KCBS San Francisco, KNX Los Angeles,  
KSDO/KEZL San Diego



Panelists at the session on **broadcasting and new technologies** were (l-r): Bernard H. List, Texas Instruments; Jack Findlater, Disco-Vison; Clinton S. Hartman, Texas Instruments; Richard Marsten, City University of New York School of Engineering; Philip Rubin, Corporation for Public Broadcasting, and Crawford Rice, KSTW(TV) Tacoma, Wash.

dent, "every single program that goes on is a local decision." About 25% of his are produced at the station, he said. Despite a remark about getting *Hogan's Heroes* five times a week, Mr. Pope argued that "the diversity of programming an independent brings to the market is desirable."

Mr. Pope objected to Mr. Valenti's suggestion that Congress do something to change the situation where "the networks are the only ballgame in town" in programming. "There are a lot of things wrong with the system, he said, but "I don't think I want the government to change the rules."

Ralph Baruch, president of Viacom International, concurred. The syndication business has complaints similar to those of the producers, he said, but "I would not come to Congress and ask to make laws to guarantee our return."

### **Wednesday: Few fans among industry witnesses for freedom from regulation in exchange for public piece of the action**

Broadcasters testifying before the subcommittee Wednesday on the problem of "regulation versus competition" uniformly argued for the latter, but rejected proposals for radical change in the broadcasting status quo.

While calling for deregulation of broadcasting, and particularly of radio, industry representatives spurned suggestions that (1) the industry be freed of all responsibility to the public in return for a percentage of their revenues, which the government would distribute for development of cultural programming, and (2) that all restraints be removed from cable along with broadcasting.

"I'm trying to free you," Henry Geller, former FCC general counsel now with the Aspen Institute Program on Communications and Society, said in mock horror, hearing other panelists at the Wednesday discussion reject his proposal to "relieve broadcasters of all public service responsibilities." Under his proposal, which he admitted to be as "blue sky as Colorado," broadcasters, in return for wholesale deregulation, would give a percentage of their revenues to the government—perhaps 1%, but Mr. Geller said he did not know how much would be proper. The money would go to some government-established entity to distribute for development of cultural and minority programming.

"Sounds like conscience money to me,"

said Donald Thurston of WMNB-AM-FM North Adams, Mass., chairman of the National Association of Broadcasters joint board. NAB's Thomas Swafford, senior vice president for public affairs, argued that experience has shown the public will not watch as much cultural programming as some think. Viewers have told questioners in the past that they want more Shakespeare and ballet, he said. But when actually given the choice, they tune into programs such as *Hee Haw*, *Lawrence Welk* and *Baretta*.

Furthermore, the percentage payment Mr. Geller proposed would be a hardship to stations operating at or below the margin, Mr. Swafford added.

The broadcasters argued throughout the session that they are already doing what the public wants, with or without the government's regulation—especially in radio. James Gabbert of KIQI(AM)-KIOI(FM) San Francisco, said he thinks the subcommittee should give separate consideration to radio in its review of the Communications Act. "The free marketplace in radio pretty well establishes what everybody wants," he said, arguing further that requiring radio broadcasters to perform community ascertainment is superfluous, "as broadcasters can't afford not to stay in tune with the community."

Mr. Gabbert indicated that if anything, FCC regulation is stifling diversity. "I would have to be out of mind to experiment with a unique format," he said, because if it did not work, the FCC later might not let him change it.

Responding to Mr. Geller's criticism that the present licensing system is no threat to broadcasters who do a bad job, Mr. Thurston said the market takes care of the bad broadcasters in radio. "There are turnovers because broadcasters fail to do a good job," he said. "The market is working."

The broadcasters also turned thumbs down on the proposal of Paul MacAvoy, formerly a staff member on President Ford's Council of Economic Advisers, now with the Yale University School of Organization and Management, to remove the regulatory restraints from cable. He argued that the current system of broadcast regulation "substitutes political decisions for consumer decisions" and should be abandoned, but at the same time, cable's hands should be untied. He foresees greater diversity in programming as the result.

But James C. Dowdle of WTOG-TV St.

Petersburg, Fla., an independent, disputed that. His prediction was that freeing cable would lead to importing more signals, resulting not in more diversity but rather in "duplication all over the place."

Dr. MacAvoy argued, however, that to date "we have seen no impact on localism from the small intrusions in these markets by cable systems." He predicted that cable will enable large independents to band together as "mininetworks" or regional groupings. That may lead to some fractionalization of current local broadcast audiences, he said, but added "fragmentation is a synonym for diversity."

Stanley S. Hubbard of KSTP(TV) Minneapolis-St. Paul, argued with Dr. MacAvoy that, rather than remove restraints, the FCC should tighten them. The competition between broadcasting and cable is not fair, he said, as long as cable is making its money off of broadcasting's programming. The copyright bill, passed into law last year, set cable's copyright payments far too low, he said.

Dr. MacAvoy argued back, however, that Mr. Hubbard "has clearly gone too far in his rhetoric . . . He thinks the invisible hand [of competition] is an intrusion in the marketplace."

There was dispute, too, over the proposal by Collot Guerard of the Media Access Project to make broadcasters grant mandatory access time on radio and TV to citizens and groups. If applied to advertising, the plan would have broadcasters make available 30- and 60-second spots for groups wishing to respond to commercials that touch on controversial subjects—commercials by the oil companies, for instance, when they are about energy policy.

Mr. Frey said, however, that it would be "ridiculous" for a one group to pay to air its views, then have the government step in and force the station to give time free to another group.

Ms. Guerard also supported requiring the FCC to pay interest groups who otherwise could not afford lawyers for their participation in license-renewal and other proceedings. But Mr. Thurston countered that that would only serve to make lawyers richer. "The public participates with me every day," he said. "It's my job to respond or I can't stay in business."

The broadcasters also defended themselves against attacks against self-regulation. Among the critics was Representative Frey, who asked, "Why do you even bother with a code? . . . When there's a void, what usually happens is that government steps in."

Dr. MacAvoy charged that the broadcasting code is anticompetitive, because it "precludes whole areas of industry [such as the liquor industry, forbidden to advertise on radio and TV] from advertising in a competitive way."

The broadcasters acknowledged there are abuses of code standards, but argued there would be more if there were no standards at all.

They also acknowledged that some of the standards were set because of fear of government intervention. "If we as an industry thought we could get away with ad-



vertising liquor, I'm sure it would be done," Mr. Gabbert said.

Mr. Thurston conceded, too, that subscription to the radio code, at 35% of radio stations, is "miserable," but that is partly because many stations think the NAB's standards too weak. Why should stations which permit only six or eight minutes of commercials per hour subscribe to a standard that permits 18? A radio code committee is currently studying ways to improve the code, and is studying the possibility, he said, of eliminating time standards.

#### **Thursday: Panelists tell the congressmen that it's up to the legislators to pick among program delivery systems**

Satellites and broadcasting, satellites directly to the home, cable TV and video disks, or fiber optics—one of these or some combination may represent the future of television and radio communications. Technically they are all workable, a panel of technicians told the Communications Subcommittee Thursday. But what actually develops by the year 2000 may depend on what the subcommittee does in 1977.

Each of the panelists had his own ideas about what might or should happen. A broadcaster, Crawford Rice of KSTW(Tv) Tacoma, Wash., resisted a suggestion that a system of direct satellite-to-home transmission be developed for entertainment programming, with the local station still producing local programs.

National programming is the "bread and butter" of local TV, he said. It produces the large audience and advertising necessary to support local programming. Removing it from the local station "would be a tragic mistake," he said.

Mr. Rice predicted that 10 years in the future there will be more diversity in TV programming. The networks will act as pro-

gram suppliers, but perhaps no longer as program schedulers. He said he hopes instead every station will have its own satellite receiving dish, which would make it possible for program suppliers to get their programs to stations without having to go through the three TV networks. His independent station is currently a member of the Independent TV News Association, a group of 11 stations which are connected by satellite and share news programming.

Clinton S. Hartman of Texas Instruments, in contrast to Mr. Rice, supported direct satellite-to-home transmission. One reason is that the satellite picture is "tremendously" better than over-the-air reception, he said.

Jack Findlater, president of Disco-Vision, said the future of video disks is to augment rather than supplant the present over-the-air TV service. Disks will not solve the problems of access and "domination of the networks," he said, but they will be particularly useful for information storage and retrieval.

Richard Marsten, dean of the City University of New York School of Engineering, urged the subcommittee to consider not just the future of entertainment programming distribution, but also other communications services such as education and health care that can be channeled into television. He talked of the possibility of equipping TV sets to handle two-way audio and visual communications.

Another possibility, perhaps the most formidable, would be to develop fiber optic cable. "It is not inconceivable that there could be a fiber optic network" carrying "hundreds of channels" within 30 years, said Bernard H. List of Texas Instruments.

"All of it is possible," Mr. Marsten said. "It's just a question of which way the body politic wants to go."

Philip Rubin, director of engineering research at the Corporation for Public Broadcasting, said it is up to the government to

decide "what is in the public interest" and decide how best to divide the existing spectrum.

Mr. Hartman argued for the government to design more flexibility into its communications regulation to "let the public decide" which technology is best. Mr. Marsten joined him on that point, cautioning against "complacency" in communications policy. He agreed with Mr. Hartman that if the government does not permit competition in the development and marketing of new technologies, "the U.S. . . . will find that developments happen someplace else."

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## **Oak Knoll has a lot of explaining to do**

### **KRLA operator waives hearing, FCC releases long list of charges regarding misuse of station's funds contrary to interim-authority agreement**

The FCC released last week the specific allegations for which it is attempting to lift Oak Knoll Broadcasting Corp.'s interim authority to operate KRLA(AM) Pasadena, Calif.

In June, the commission ordered Oak Knoll into revocation hearing, charging that it failed to live up to its commitment to use 100% of its profits for educational purposes (BROADCASTING, June 27). Oak Knoll has been operating the station since 1964, when the commission refused to renew the license then held for the facility by Eleven Ten Broadcasting Corp.

Last month, however, Oak Knoll waived its right to a hearing. It will file instead a "statement in mitigation," due Aug. 29.

The charges Oak Knoll will have to answer, as issued by the Broadcast Bureau:

- That Oak Knoll Chairman Frank Baxter received \$200 weekly since 1971 from KRLA funds for programming that "Dr. Baxter and the other members of the Oak Knoll Board were aware . . . had been discontinued in 1972 or 1973."

- That Oak Knoll allowed that station's former general manager, Lawrence Webb, to retain the proceeds of his sale in 1975 of a membership in the Bel Air country club, which had been purchased originally with \$10,000 in KRLA funds.

- That Oak Knoll failed to maintain control over the use of trade sales "so as to insure that property obtained through the use of KRLA trade time would remain a KRLA asset and not be directed to the private use of station officials or employees." Mr. Webb was said to have obtained a piano, TV set and "at least one payment in cash" and several station officials were said to have leased "expensive automobiles" through station trade time.

- That Oak Knoll exhibited a "complete lack of control over expense-account items."

- That Oak Knoll "misused \$15,000 of KRLA funds" by awarding that amount to Mr. Webb as compensation for expenses incurred in his search for an FM facility

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**Thursday-Friday: singles rather than albums.** To give about two dozen more broadcasters and Citizen-group representatives a chance to speak their individual minds, the House Communications Subcommittee scheduled two extra sessions of hearings last Thursday and Friday. Among those who spoke:

Allan Land, vice president of T/R Inc., licensee of WHZ-AM-FM-TV Zanesville, Ohio, who said, "linking with success is the equivalent of brain surgery self-taught." The "success" Mr. Land was talking about is the U.S. broadcast system. And he and other broadcasters defended it and asked for further support from the subcommittee.

Walter Bartlett, president, Multimedia Broadcasting Co., said it is "nonsense" that local communities are better served by local as opposed to multiple owners. Alvin G. Flanagan, president, Combined Communications Corp., said radio should be deregulated because compliance with FCC regulations is a waste of "public and private resources."

Clifford M. Kirtland Jr., president of Cox Broadcasting Corp., suggested that there be no prohibition on newspaper-broadcast crossownership and no limitation on the number of markets where common interests can own radio stations. Leo Beranek, president, Boston Broadcasters Inc., as did the others, concentrated much of his testimony on localism and charged that audience fragmentation through cable will eliminate the resources to provide such programming. William O'Shaughnessy, president, Hudson-Westchester Radio Inc., claimed that broadcasters are "sitting ducks" when it comes to those who wish to tie up licenses through petitions to deny. Other broadcasters expressed concerns ranging from the limitations daytimers experience to elimination of the fairness doctrine and equal time.

Not all voices took the same line. Samuel Baffone, representing the Committee for Open Media, presented COM's plan for increased public access to the airwaves. Reed Irvine, chairman, Accuracy in Media, challenged broadcaster arguments for abolition of the fairness doctrine, charging, "If you want to strip away the hypocrisy . . . ask the broadcaster . . . how he would feel" if the networks "fired their liberal news staffs . . ."

that Oak Knoll could operate for profit.

■ That KRLA funds were used to pay \$150 weekly to a servant in Mr. Webb's home.

■ That Mr. Webb was paid for moving expenses and club memberships after he resigned from the Oak Knoll board in 1975 and relocated in Washington, where he became an assistant to FCC Commissioner Robert E. Lee. Mr. Webb resigned when the FCC ordered the Oak Knoll hearing.

■ That "substantial sums" were spent on promotional trips to such sites as Las Vegas, Nassau, and Mexico City. "The reasonableness of these trips is called into question by the amounts expended and the number of persons in attendance, including most of the station personnel," it was said.

■ That Oak Knoll paid salaries to station officers other than those who were full-time employees, contrary to earlier representations to the commission. Mr. Baxter

was said to have been paid as president and Mr. Webb as a "consultant."

■ That "KRLA improperly allowed Mr. Arthur Egnoian . . . a share in KRLA profits through a sales contract that . . . allowed Mr. Egnoian 60% of Oak Knoll's 'adjusted net revenues.'"

Oak Knoll has also been charged with misrepresentation to the commission on its financial reporting forms.

Officials of the firm would not comment now on the Broadcast Bureau charges.

## In Brief

Representative **Cecil Heftel** (D-Hawaii), broadcaster and congressional freshman, has introduced legislation empowering FCC to **license three major commercial TV networks** as well as **cable systems** and **pay TV operations**. "The basic objective . . . would be to expand and protect our traditional system of 'free TV' from network dominance and against replacement by pay TV," he said, claiming present FCC authority in those areas "inadequate." Mr. Heftel said he "might be satisfied" if licensing criteria stopped with "character qualifications," explaining later he included networks among prospective licensees so legislation would not appear pro-network while anti-cable and anti-pay TV. Draft bill would prevent pay TV from access to programs shown on conventional TV for five years after air date and allow no movies two to five years old on pay operations unless made specifically for them.

Television Bureau of Advertising has sent questionnaires to TV stations asking whether they would be interested in creation of **TV rating service "designed, owned and supported" by broadcasters**. Roger D. Rice, TVB president, said survey was undertaken at request of "a number of broadcasters," and that of approximately 100 replies thus far **about 75% "seem to be in favor,"** about 16% are "negative about some aspects" and rest are undecided. He declined to link move to Arbitron Television's bid to renegotiate its major-market station contracts (BROADCASTING, July 25), except to say "maybe the stations wouldn't have asked us to do this" in absence of Arbitron's action.

**American Bar Association** task force on lawyer advertising submitted recommendation to ABA leadership for approach to regulation of ads. Proposal, one of two studied (BROADCASTING, Aug. 1), **recommends that radio ads be permitted,** and that **TV advertising** be allowed if "safeguards can be developed that will effectively regulate such advertising." However, ABA called six-month moratorium on TV issue—to study it further—and will bring matter up at its mid-year meeting in February. House of Delegates votes on this and other proposals this week.

Legislation providing for **reimbursement of attorneys fees** to interest groups and others who cannot afford them, for participation in proceedings of FCC and other agencies, **was halted** in Senate Judiciary Committee last week. Tie vote of 8-8 in committee Thursday—not enough to move bill to Senate floor—was cheered by National Association of Broadcasters, which felt measure would lead to flood of frivolous challenges of station license renewals by groups that, without funds available for reimbursement, would otherwise stay out of process. Similar bill in House, after being remanded once to subcommittee, is awaiting consideration by Judiciary Committee there.

**FCC revoked license of WLE(AM) Raleigh, N.C.,** after finding that station's licensee, WLE Inc., had overbilled 120 advertisers for total of \$68,000 from April 1971 to March 1973. It also found that during August 1972 James Dulaney, station's vice president and 5% owner, set up plan whereby false bills for local advertising were sent to Gulf Oil Corp. Gulf was billed approximately \$33,000 for about \$9,000 in advertising. Wallace L. Hankin, president and 57% owner of WLE,

made restitutions to local advertisers and Gulf, but FCC noted that occurred only after Gulf began its own investigation and station realized its license was in jeopardy. FCC found substantial evidence that Mr. Hankin had knowledge of billing scheme or that lack of his knowledge was result of "gross neglect" and "intolerable indifference."

**Court of Appeals in New York reversed FCC,** in part, relating to its EEO filing requirements for smaller stations. Appeal brought to court by Office of Communication of United Church of Christ contended that commission's decision to raise EEO filing exemption from stations with five full-time employees to those with 10 was "arbitrary and contrary to public interest."

**CBS-TV** has scheduled **pre-opening-week prime-time premieres** of six of its new fall series and four of its returning series and has also piled on batch of specials during two weeks beginning Sept. 5. It thus joins ABC (BROADCASTING, July 18) and NBC (BROADCASTING, Aug. 1) in **most elaborate three-network pre-season stunting ever,** as prelude to what's shaping up as most ferociously competitive prime-time battle in TV history. Six new CBS series that will jump gun are *Rafferty*, *Young Dan'l Boone*, *The Betty White Show*, *The Fitzpatricks*, *The New Adventures of Wonder Woman* and *Logan's Run*. Four CBS holdovers that get early starts are *60 Minutes*, *Maude*, *Hawaii Five-O* and *Barnaby Jones*. Specials include star-studded musical comedy preview of CBS's fall shows; celebrity-packed "Saturday Night at Forest Hills" hour; 1977 Miss America Pageant; behind-scenes look at underwater effects of hit theatrical movie "The Deep," and one whole evening (Sept. 13) of welterweight-featherweight prizefights.

Broadcasters are **"awfully powerful,"** says Senator **Ernest F. Hollings (D-S.C.),** chairman of Senate Commerce Committee's Communications Subcommittee. "Matters of public interest in the community should be aired. We tried . . . to write that into the statute the other day [apparent reference to Commerce Committee vote—against Senator Hollings—to delete advertising restrictions from proposed legislation on saccharin (BROADCASTING, Aug. 1)]. We couldn't get a vote in the Communications Subcommittee. They had already been fixed. Rather than a chairman of a subcommittee, I **felt like a foreman of a fixed jury.**" Senator Hollings recorded those and other remarks on film segment to be shown last night on three-hour community ascertainment program on Post-Newsweek's WPLG(TV) Miami (BROADCASTING, July 11).

George N. Gillett Jr., vice chairman of Globe Broadcasting, has bought independent ch. 17 **KJTV(TV) Bakersfield, Calif., for \$2.2 million.** Seller is ASI Communications Inc., group principally owned by Ralph C. Guild, George R. Fritzingler and Daren F. McGavren. Mr. Gillett also has bought, subject to FCC approval, **WAEQ-TV Rhinelander, Wis., for \$723,625** (BROADCASTING, Nov. 11, 1976). Stock of Globe has been bought, also subject to FCC approval, by Combined Communications Corp. for \$13.8 million (BROADCASTING, May 2). Broker: W. John Grandy.

**David W. Burke,** secretary and chief administrative officer for Governor Hugh Carey of New York, named vice president of ABC News and assistant to **Roone Arledge,** president of ABC News and Sports. Mr. Burke is to have responsibility of "reorganizing and administering the news department," according to Mr. Arledge.

## Where they are now: the Nixon-Ford media team

**Keeping up with 15 of the men and women who helped staff those administrations, and, for better or worse, went on to other things**

*In the days of Presidents Nixon and Ford, words like telecommunications and media became part of the vocabulary of Washington journalism. The Nixon White House, suspicious of the news media and sensitive to every nuance of criticism, conducted a kind of war against them, especially television. Indeed so bitter were the White House's feelings that the work of the Office of Telecommunications Policy, created in 1970 to serve as the President's adviser on telecommunications matters, became suspect.*

*After President Nixon's resignation, President Ford did much to draw off some of the poison that had accumulated in the White House's relations with the media. But, as in the Nixon years, the aides responsible for dealing with the news media or in a position to affect telecommunications policy found that they were part of the daily grist for White House correspondents. The manipulators and purveyors of news and the shapers of policy had become too important to be allowed to fade into the background.*

*Where are they now, three years after Nixon and six months after Ford? BROADCASTING decided to find out.*

Wherever they are, the perks are gone. So is the feeling of being a part of history during an extraordinary time and the sense of power that goes with a job offering advice to a President or his aides and, occasionally, seeing it acted on. But gone, too, are the long hours and the pressure. Men who once were near or at the levers of power talk of the joys of seeing the lawn freshly mowed, of rediscovering family, and of making their way in old or new professions on the "outside." And there are those who, having been caught in the Watergate scandal, are building totally new lives.

For most of them the time since the White House has treated them kindly; there is much talk of looking ahead. But there is talk, too, of the richness of the experience of serving a President (so rich it is continuing to provide material for books). And occasionally a veteran of White House service will talk wistfully of the days that were. "I would be less than honest," says John Eger, former acting director of the Office of Telecommunications Policy under Presidents Nixon and Ford, "if I said I didn't miss the excitement, the pseudo-drama of government and politics. It was fun."

Here they are now:

■ **Ken W. Clawson**, the tough-talking and abrasive White House director of communications—he succeeded Herbert G. Klein, in July 1973, although in a post

scaled down in authority—managed to live through the dark period that descended after he left the White House following the Nixon resignation. It took him about a year to find a job, as a Washington public relations and communications specialist for Wheelabrator-Frye Inc., a manufacturing company. But he has not been able to throw off the effects of a stroke he suffered in December 1975, six months after he began that job; it has prevented him from working ever since. He is recovering, at his home in McLean, Va., but still has speech difficulties. His wife, Carol, reports he is trying to write a book, one that will deal with the stroke and that might include material from the White House years. Meanwhile, Mrs. Clawson is helping to support the family—which includes Mr. Clawson's three children (ages 20, 19 and 14) from an earlier marriage—with earnings from a congressional staff job. Although Mr. Clawson is remembered these days as one of Mr. Nixon's most loyal, if not zealous, supporters, he made a previous mark as the *Washington Post* reporter who broke the story that the White House had directed the FBI to investigate the background of then-CBS News correspondent Daniel Schorr.

■ **Charles W. Colson** appears to be far removed, in a spiritual sense, from the life he led as a special counsel to President Nixon. He had been one of the former President's toughest, most assertive aides in a variety of fields, including broadcasting. By his own testimony—a memorandum written on Sept. 25, 1970, that was unearthed in the Watergate investigation—he had "pressed" network heads in a meeting in which he expressed White House displeasure with the networks' coverage of the administration and had found that the greater the pressure the more accommodating the executives

became (BROADCASTING, Nov. 5, 1973). And by the testimony of Dr. Frank Stanton, former president and later vice chairman of CBS Inc., Mr. Colson, early in November 1972, had threatened CBS: "We'll bring you to your knees in Wall Street and on Madison Avenue" (BROADCASTING, May 6, 1974). But as the Watergate scandal finally engulfed him, Mr. Colson became a "born-again Christian." And, after being fined \$5,000 and serving seven months of the three-year term to which he was sentenced after pleading guilty to obstruction of justice, Mr. Colson along with former Senator Harold Hughes (D-Iowa) established the Prison Fellowship, in McLean, Va. Today, he spends full time in fellowship work, ministering to federal prison inmates and traveling throughout the country to speak on prison reform. Gordon Loux, executive vice president of the fellowship, says Mr. Colson "thanks God for the prison experience." It was, he says, a very important one to him. "It opened his eyes to the needs of 300,000 people." Mr. Colson, another of the authors spawned by Watergate, is reported to have contributed to charities the \$50,000 he received in royalties from "Born Again."

■ **John Eger** was the OTP bridge between the Nixon and Ford administrations. Sworn in as deputy director by Vice President Gerald Ford in June 1974, he became acting director two months later when the office's first director, Clay T. Whitehead, resigned. During the next 23 months, he headed off one White House effort to dismantle the office, and lowered OTP's visibility to a point where it could operate in relative, and comfortable, anonymity. He also managed to soak up a great deal about the more esoteric aspects of telecommunications policy—an expertise that now serves him well. He is



Colson



Clawson



Eger

counsel to a Washington law firm, but practices little law; he is often traveling, in this country and abroad, to consult with corporations and to lecture at conferences on regulatory law and communications policy matters. "It's a hell of a lot more fun than the practice of law," he said the other day, and he enjoys the pace. But there are times when he misses the days at OTP, frustrations and all.

■ **David Gergen**, the last person to carry the title of director of communications, had survived the collapse of the Nixon White House, which he had served as head of the speechwriting office, with reputation intact if not enhanced. (In the "Final Days," by Bob Woodward and Carl Bernstein, he emerges as a White House aide who kept his wits and sense of perspective as the final days skipped by and the pressures mounted.) Under President Ford, he served first as a special counsel and then, as the White House geared up for the presidential campaign, as Margia White's successor in the office of communications. Today, he is his own man and, apparently, enjoying it. He is a freelance writer, turning out pieces on politics and economics, and he offers consulting services for corporations concerned with the political and regulatory impact on their business. "I find it most refreshing to return to the private sector," he said the other day. "You have an opportunity to work on your own projects in a direct way. In government, you're in a large bureaucratic setting. It can be fun, but it is also stultifying." But there are things he misses—the feeling "that when problems come up you can have a direct role in solving them. You had an influence on policy and on the tone of government."

■ **Herbert G. Klein**, who became the first director of the White House office of communications, a freshly minted bit of bureaucracy, in January 1969, can look back on his White House days from the vantage point offered by four years as a corporate executive—Metromedia Inc.'s vice president for corporate relations. His feelings are mixed. "I went through a lot of rough things, internal battles," he



Gergen

recalled the other day from his office in Los Angeles. "But the experience was one I wouldn't trade for anything." Mr. Klein, was generally regarded by the press as one of the few "white hat" types with whom they dealt. And he seems to value that reputation. "While some were hurt [in the White House], I emerged with more friends than when I went in." Mr. Klein, who has known Mr. Nixon for 30 years (and was his news secretary from time to time), is writing a book on the experiences of those years. And while it will not be a biography of Mr. Nixon, he will be central to the book, which, among other things, will deal with the five presidential campaigns in which Mr. Klein was involved. The book, on which Mr. Klein works in the early morning hours, is about one-fourth completed.

■ **Jeb Stuart Magruder**, the one-time presidential assistant and deputy director of the White House office of communications who is one of those who was brought down by Watergate, is in Colorado Springs, Colo., living a "good life." For him, that means serving as vice president

for administration and communications of Young Life, a nondenominational Christian organization that works with teen-agers in this country and abroad. It also means taking advantage of the outdoor activities available in the Rocky Mountains. Mr. Magruder joined Young Life in June 1975, five months after serving seven months in prison for his part in the Watergate cover-up, an enterprise in which he became involved while serving as deputy director of the Committee to Re-Elect the President. Although he was deputy director of the office of communications (under Herbert Klein), Mr. Magruder did not really become a focus of broadcasters' attention until November 1973, when a memorandum he had written as a presidential assistant, on Oct. 17, 1969, came to light in the Watergate investigation. Addressed to his boss at the time, White House chief of staff H. R. Haldeman, the memorandum was entitled "The Shotgun vs. the Rifle," and recommended that the President abandon the then-current practice of ordering the White House staff to respond—with complaints, demands for corrections or other actions—to virtually every example of what he considered unfair news coverage. It said the President should rely instead on the "rifle"—that for example, he direct the FCC to conduct a monitoring program to determine if unfair news coverage by broadcasters could be documented, or have the Justice Department check into possible antitrust law violations by "various media" (BROADCASTING, Nov. 5, 1973). Mr. Magruder now says the memorandum was "facetious." Its point, he said, was to "tell Haldeman to get off our backs," to suggest that if the President was concerned about the media he should, as Mr. Magruder said in discussing the memorandum in his book, "An American Life," "use your big guns." The reply, he said, was "typical Haldeman: Mind your own business, and do what you were told." How does Mr. Magruder feel about the media today? "I have no feelings," he



Klein (r) with Metromedia Chairman John Kluge

# ⚡ Aug22

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Magruder

says. "I don't want to get involved with the press. I mind my own business; I live comfortably, and I enjoy myself."

■ White House service has not provided all the old Nixon and Ford hands with material for a book or experience and contacts to advance a career in private life. A year ago, **Bob Mead**, President Ford's television adviser, resigned in a dispute with news secretary Ronald Nessen over what Mr. Mead said was unwarranted criticism of his role in the Public Broadcasting Service's coverage of Queen Elizabeth's visit to the White House. (PBS agreed the criticism was unwarranted; its officials publicly accepted responsibility for what was regarded as an inept production.) Today, Mr. Mead, who had been a CBS News producer before joining the White House staff—he had worked with Dan Rather—is still out of work. He is looking for a job, either as anchorman or news director for a television station. And stations have shown interest; some have invited him to talk about a job, and others have asked for an audition tape. And he has talked to the networks. But he is still waiting for an offer. For several months, he and his wife and new baby son lived with his wife's parents in Nicholasville, Ky.; now they are settled in what Mr. Mead describes as a "Hansel and Gretel cottage in the woods," on the Kentucky River, near Harrodsburg. His wife, Clarice, works as an assistant manager at Blue Grass Field, in Lexington. Despite his problems, and despite

the fact he does not hear from many of those he knew in the days when he rode with the President, Mr. Mead has maintained a determined cheerfulness. Life in the woods is "great," he says. The people are friendly, the living is slow. Water comes from a well, and dining is by a fireplace. "I'll make a comeback some day," he said the other day, "if this country life doesn't spoil me."

■ **Ronald Nessen**, the former NBC News correspondent who became the first broadcast journalist to hold the post of White House news secretary, is half way through a book—a "memoir"—on his experience in the service of President Ford. That was "an exceptionally rare experience," he said the other day from his home in the Maryland suburbs. "It came at a most unusual time in history. A President attempting to repair the damage done by his predecessor to the relations between press and President. The end of an unpopular war. The Bicentennial year. The worst recession since the 1930's. I didn't want to just walk away from all that experience, as I did Vietnam, when NBC rushed me into another assignment." He wants to "pause, and attempt to make some sense of it." Since Jan. 20, Mr. Nessen has been doing a fair amount of lecturing (mostly on college campuses) and writing (in magazines; conspicuously, recently, in *Playboy*) on his White House service. And for one who has indicated he would like to return to television, he has been getting considerable exposure on the tube—he debated Bella Abzug on *Good Morning, America*; appeared as a guest on the Mike Douglas show; served a number of times as co-host of *Panorama*, WTTG(TV) Washington's daytime talk show, and over the July 30-31 weekend, filled in as host of WKBD-TV Detroit's *Crossfire*.

■ **William F. Rhatigan**, who was deputy director of the office of communications under David Gergen in the final months of the Ford administration and who before that had held a number of other posts in the White House and as a top press aide to cabinet secretaries (Rogers C. B. Morton, at Interior and Commerce, and William



Rhatigan



Snyder

Simon, at Treasury), is "having a delightful time" these days. He has "rediscovered the family," and he thinks the lawn in front of his suburban northern Virginia homes looks better than it ever did. To support family and home, he is working as vice president for public affairs for Richard A. Viguierie Co., in Falls Church, Va., a mail order house with an affinity for conservative politics. It takes on as clients politically conservative candidates and groups espousing conservative causes.

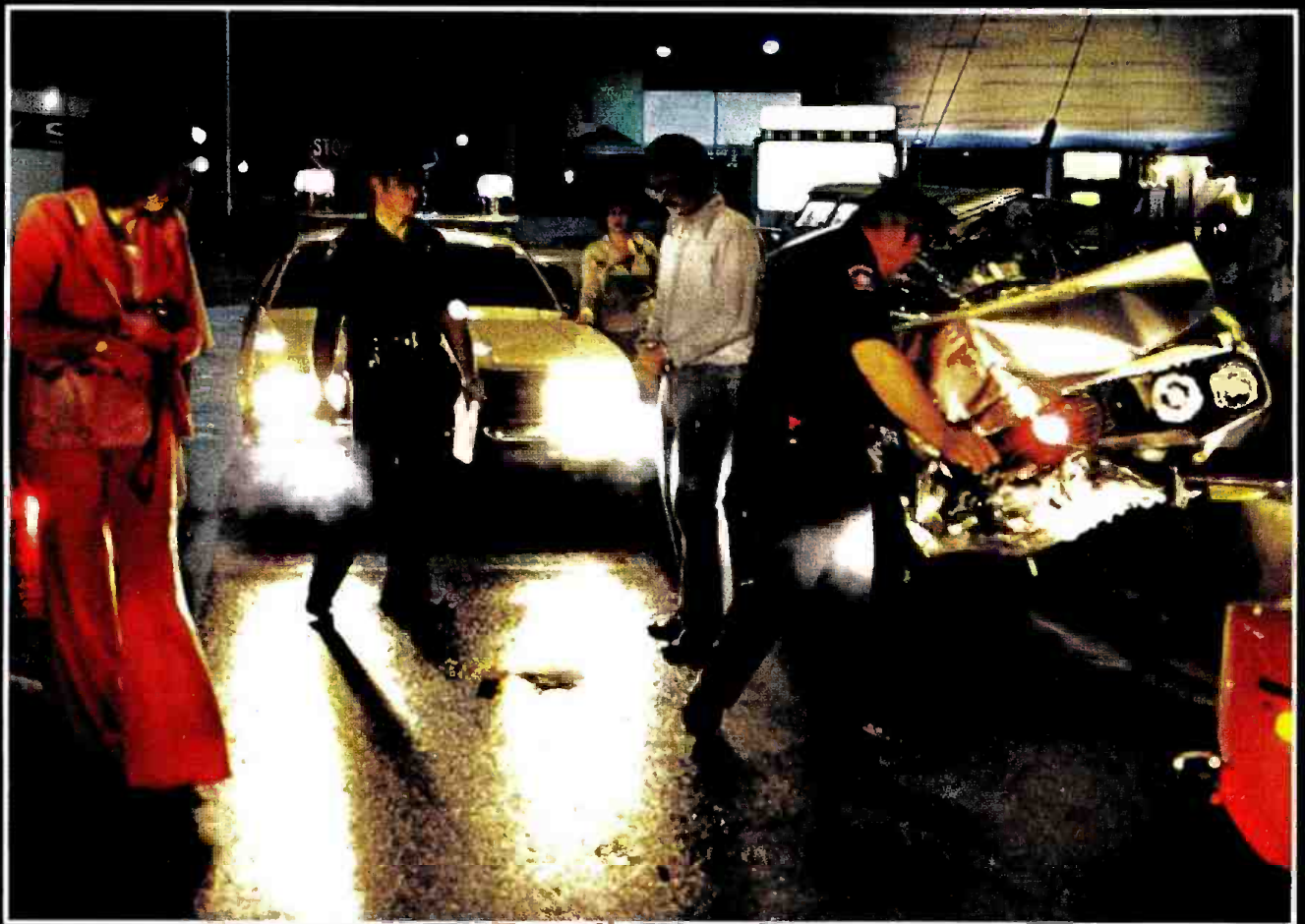
■ **Alvin Snyder**, who was known to the Washington press corps as an aide to Herb Klein in the office of communications and as television adviser to President Nixon, is back at the career he left for the White House in 1969: He is executive producer of a local news program in a major market. But where, pre-White House, the station was WCB-TV New York, today it is NBC's WMAQ-TV Chicago, where he is in charge of the early evening news. Mr. Snyder was part of the White House staff until November 1974, when he moved over to the U.S. Information Agency to serve on a board reviewing film and video-tape program ideas for the agency and, in addition, was senior program executive for *Vision*, a half-hour monthly program seen in 102 countries. Mr. Snyder has been in his present job since Oct. 10, 1976, and is "happy" in it. "It's a competitive market,



Nessen with Ford



Mead with Ford



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the ratings look quite good. ... I like being back in the television business ... This is where I belong."

■ **Gerald Warren** was one of the wounded of the Nixon administration, but not one of its casualties. As deputy news secretary, he was in the final months given the job of providing the daily press briefings—Ronald Ziegler's credibility having virtually vanished—and the questioning was often brutal. But he survived into the Ford administration, which he served as head of the office of communications. Today, Mr. Warren is editor of the *San Diego Union*, the newspaper from which he was plucked to serve in the Nixon White House—and, apparently, is in good spirits. How are things going? "Terrific, couldn't be better." Looking back on his six and a half years in the White House, he says, "I enjoyed it very much, even the bad days. I appreciated the opportunity to serve a President. But," he adds, "I'm glad to be back here."

■ **Sheila Weidenfeld**, who was news secretary to former First Lady Betty Ford, is in the process of coming full circle. She had left WRC-TV Washington, where she produced a half-hour morning talk show, *Take it From Here*, to take the White House job almost three years ago. Now, she is planning to return to WRC-TV in September with her own half-hour program, *On the Record*, on Saturday night. It will feature three or four journalists in a conversational format—Sally Quinn, of the *Washington Post*, will be a regular—and grows out of Mrs. Weidenfeld's conviction, nurtured by her experience in traveling with White House correspondents, that the "most interesting talks" in which reporters engage are among themselves. Mrs. Weidenfeld, whose credits include the production of shows for NBC and Metromedia in New York and Washington, has been an occasional co-host this summer of *Mid-Day*, the talk show on Metromedia's WNEW-TV, New York. She is also writing a book, a personal account of two and a half years in the White House. All in all, Mrs. Weidenfeld finds reason to



Warren (center) at work at the *Union*.

be delighted with life. "I enjoyed the White House," she says, "but things move on, and you have to move with them."

■ **Margita White** never did leave the public eye after giving up her White House job as assistant news secretary and director of the office of communications last year. On the contrary, she has received far more attention in her new position, as a member of the FCC. Commissioner White, who served in the White House as an aide to Herbert Klein in the office of communications under President Nixon as well as heading the office under President Ford, speaks these days of the "personal satisfaction" she derived from helping "a new President communicate with the press and public and the country." As for her new position, she likes it "very much." It is, she says, "an exciting time to be involved in communications."

■ **Clay T. (Tom) Whitehead** is in most respects far removed, geographically as well as professionally, from the life he led as the first director of the Office of Telecommunications Policy. He seemed constantly embroiled in controversy in those days, often with broadcasters who regarded him as a Nixon hatchetman out to do a job on network news. Today, he is an entrepreneur, operating two disparate businesses in Santa Monica, Calif. One is

Allison Technical Services, which trains and consults in emergency medical care, a field in which he became interested while with the Rand Corp. in his pre-White House days. The other is a real departure—Sparks Inc., which is building skateboard parks. It has built one in Carlsbad, Calif., and is planning others in that state and elsewhere, including one, possibly, in Washington, D.C. How did he get involved? "The people who built the first one needed management help and capitalization. We bought them out." Mr. Whitehead is not completely removed from government, however. He consults on intelligence matters, serves on a panel established by Secretary of Defense Harold Brown to review the defense intelligence structure.

Mr. Whitehead says he enjoys life more now than he did in Washington. He is learning about the business world from the point of view of the entrepreneur rather than that of big business—about what is involved in building a business and in satisfying customers' needs. "It's more of a feel of reality than in government," he says. And he may make one more splash in broadcasting news. After leaving OTP Mr. Whitehead spent a year in Cambridge, Mass., under a joint fellowship from Harvard and Massachusetts Institute of Technology, talking to students and working on a book. The book, "The Future of Television," is designed to show the interrelationship of technology, White House and congressional politics and government regulation with television. It is close to completion, but he's having trouble finding time for the last lap.

■ A few years ago, **Ron Ziegler** was a beleaguered presidential news secretary. His credibility was gone. Indeed, on April 17, 1973, after months of knocking down Watergate stories published by the *Washington Post*—Watergate, remember, "was a third-rate burglary"—he conceded that all previous denials were "inoperative." But today, all that is behind him. He is building a new life as senior vice president and managing director, international services, of a consulting engineering firm, Syska & Hennessy. He still lives with his family in Alexandria, Va., outside Washington, but he spends most of his time in the firm's New York headquarters,



Weidenfeld



White



although he spends some time, too, in its Washington office and a fair amount traveling abroad. Mr. Ziegler, who accompanied President Nixon into exile in San Clemente and remained with him until February 1975, appears to have no regrets about his White House days. "I wouldn't trade them for anything," he said the other day. "It was a very worthwhile experience." But he enjoys what he is doing now. "I am looking forward to building a



Whitehead



Ziegler

new career, and I am in the process of doing that. I'm still quite young." Mr. Ziegler, who was 29 when he became White House news secretary, in January 1969, is now 38.

That is the list. If there is a common denominator, it is that White House service was an enriching experience. If there is a common imperative, it is, as Dave Gergen said of his White House tour: "I've had that experience; I can go on to other things."

## Viacom rejects new Storer bid

**Ante raised to \$20 per share in latest effort to buy; but Storer won't write off a pitch to stockholders**

Viacom International Inc. revealed last week that Storer Broadcasting Co., which offered last winter to buy Viacom at \$15 a share, (BROADCASTING, Jan. 17, 24), had recently "indicated an interest" in raising the offer to \$20 a share and had been turned down by Viacom.

Storer officials confirmed the report. But, unlike their reaction to the first turnaround, they refrained from saying they would not make a tender offer to Viacom stockholders.

Queried by BROADCASTING, Storer President Peter Storer said he had "no comment on what we're going or not going to do." He cited another Storer official's observation that Storer wasn't contemplating a tender offer at this time but that "we have a continuing interest in Viacom and hope to keep our options open."

Ralph M. Baruch, president and chief executive of Viacom, disclosed the new offer near the end of a two-page letter that accompanied Viacom's second-quarter report—and first cash dividend (five cents a share)—to stockholders.

"Your board of directors gave this careful consideration," he wrote, "particularly in light of the company's present and future prospects, and unanimously concluded that it was not in the best interest of shareholders."

With an estimated 3.8-million Viacom common shares outstanding, the new offer would represent approximately \$76 million, as compared with \$57 million at \$15 a share.

Viacom shares closed last Thursday on the New York Stock Exchange at \$16.00. Storer, also traded on the NYSE, closed Thursday at \$21.88.

Storer is a leading group station and cable owner. Viacom is a leading TV program supplier as well as cable owner.

For the first six months of 1977, Storer reported \$5,789,000 in net income, down 18.3% from a year ago, on an 8.7% increase in revenues to \$65,325,000 (BROADCASTING, July 25), and Viacom reported \$2,509,000 in net income, up 39.8%, on revenues of \$26,651,000, up 17.2% (BROADCASTING, Aug. 1).

In his letter to stockholders Mr. Baruch said that "we look to the balance of 1977 with a high degree of optimism and confidence, and currently expect full-year earnings to exceed \$1.45 a share, a 42% increase over last year."

He said first-half revenues of the communications division (cable) rose 18% to an all-time high of \$16,719,000 while those of the Enterprises division (programming) increased by 15% to \$9,932,000, also a record high.

**Enough said.** A Delano, Calif., FM station has filed its renewal application with the FCC under protest. The station, however, is not protesting its renewal process, but the commission's "open and purposeful refusal to return illegally collected fees." Dick Palmquist, president of KDNO(FM), calls the practice "repugnant." In his letter accompanying the application, Mr. Palmquist says the FCC "is blatantly and publicly thwarting the law and ignoring the specific mandates of the Supreme Court. We expect those fees to be returned to us along with the approval of the application." Mr. Palmquist concludes: "Your response to this letter is respectfully expected within 10 days...."

## Field puts finishing touches on Kaiser buy, looks to next move

**Curran says company will explore expanding in TV, radio, cable; news program service also in cards**

Field Communications Corp.'s \$42,625,000 acquisition of Kaiser Broadcasting Corp. was completed last week, and officials of Field Communications—the new name for Kaiser—immediately reported that they were looking to expand into other electronic communications media. Don B. Curran, president of Kaiser, now Field, said he expected broadcast TV operations to remain essentially if not entirely UHF.

"All five stations are handsomely in the profit column," he asserted, "as they were last year and the year before." "We've proven ourselves and we've proven that UHF can really compete," he added.

Along with the company's name change to Field Communications, its national sales representation arm, which has operated under the name Kaiser Broadcasting, becomes Field Spot Sales. It represents the five owned stations and KPLR-TV St. Louis.

A little further down the road Field expects to get into a news program service for its stations—though not on the ambitious full-service scale that cost Kaiser "a couple of million dollars" some years ago. "We're in the very early stages of looking at the whole satellite communications system in relation to news," Mr. Curran reported.

Field, the new company, is a subsidiary of the privately owned Field Enterprises, publisher of the *Chicago Sun Times* and *Chicago Daily News*. Field Enterprises had owned 22.5% of Kaiser Broadcasting Co. while Kaiser Broadcasting Corp., a subsidiary of Kaiser Industries, had owned 77.5%. It was this controlling interest that Field acquired in the closing last Tuesday. The transaction was approved six weeks ago by the FCC, which also waived its crossownership policy—to permit Field to retain its Chicago station despite the Field newspapers published there—and said its top-50 policy on common ownerships was



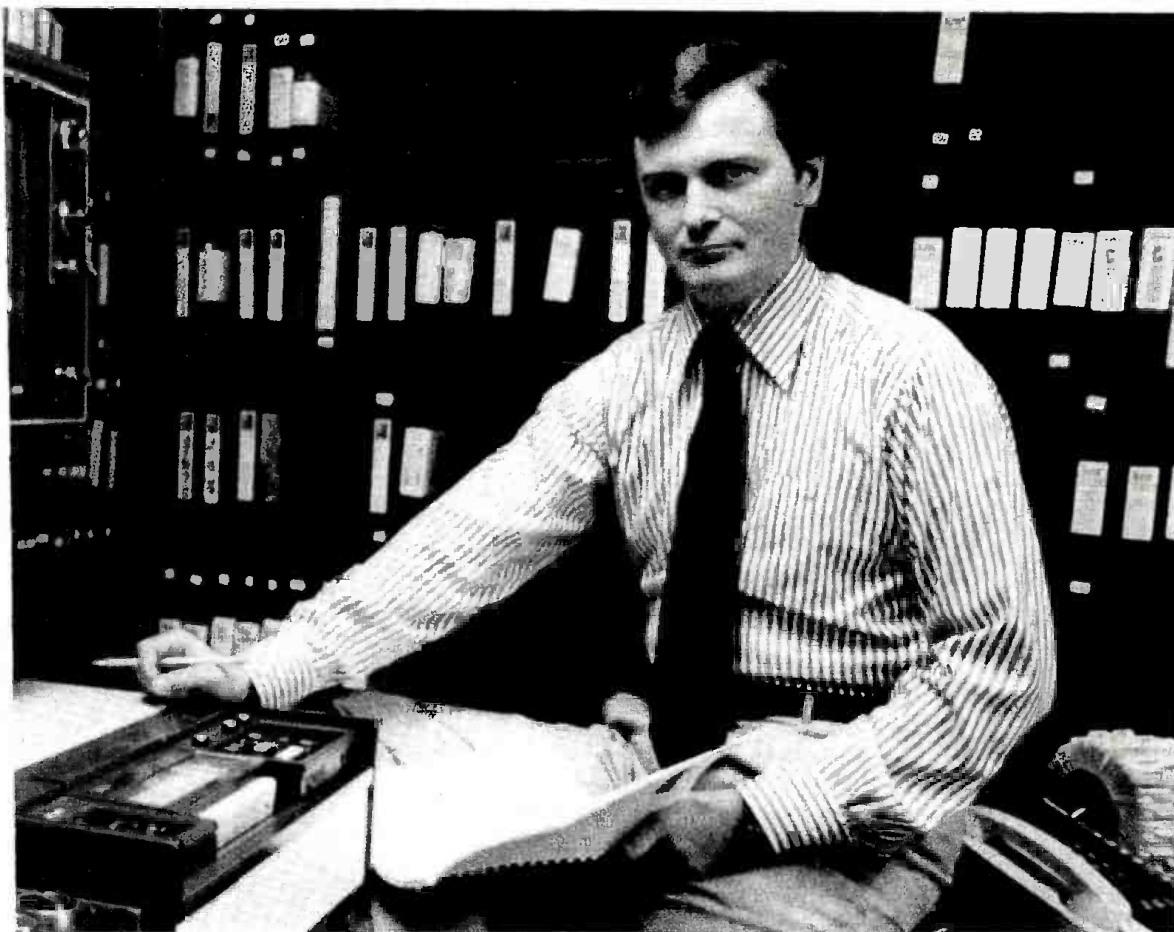
## How Bob Peyton helps TV station ca

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not a bar (BROADCASTING, June 27).

The Field stations are WFLD-TV Chicago; WLVI-TV Cambridge, Mass.; WKBD-TV Detroit; KBHK-TV San Francisco, and WKBS-TV Burlington, N.J. (Philadelphia).

## Gays want to be part of ascertainment

The National Gay Task Force has petitioned the FCC to alter its criteria for community leader ascertainment surveys to include leaders of the homosexual community among those licensees are required to survey. Joining NGTF in filing the petition are 143 lesbian and homosexual groups from 49 states and the District of Columbia.

The petition, filed last Thursday (Aug. 4), asks that the commission include "organizations of and for the gay community" among its checklist of significant community groups. Such a requirement, the petition says, will "insure licensee development of programing which addresses the particular problems and needs of gay men and women"—a subculture, the NGTF says, that comprises 10% of the population of the country.

The present list of 19 community groups the FCC requires licensees to contact includes, among others, representatives of women's groups, minority and ethnic groups, business leaders, labor,

religious and youth organizations.

The NGTF calls the homosexual community "the emerging minority of the 1970's," and that its interests "must also be served by broadcast licensees."

## Changing Hands

### Announced

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

■ WYEA-TV Columbus, Ga.: Sold by Eagle Broadcasting Co. to American Family Corp. for approximately \$1.5 million. Seller is 50% owned by Gala Broadcasting Co. Gala is owned by Charles F. Grisham, Aaron Aronov, Tine W. Davis and Bryghte D. Godbold (25% each), who are also principal owners of WHNT-TV Huntsville, Ala. Messrs. Grisham, Davis and Godbold also own (51%, 29% and 5%, respectively) WSLA-TV Selma, Ala. Remainder of WYEA-TV stock is owned by David Rothschild II, J. Kyle Spencer (20% each), John H. Swift (7.5%) and S. Douglas Smith (2.5%), none of whom has other broadcast interests. Buyer is publicly traded, Columbus-based holding company of American Life Assurance Co. John Amos is president and chairman of AFC, which is new to broadcasting. AFC reported revenues for the six months ending June 1 of \$11,022,770 (\$1.15 per share), up from \$9,228,995 (95 cents per share)

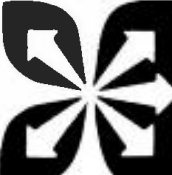
for the same period of last year. WYEA-TV is NBC affiliate on ch. 38 with 1,070 kw visual, 209 kw aural and antenna 1,310 feet above average terrain.

■ KLPR(AM)-KATT(FM) Oklahoma City: Sold by Murray Cohen, receiver of SGI Broadcasting Inc., to Sun Broadcasting Co. for \$866,000. SGI, in bankruptcy, is owned by Edwin J. Sossen, who has no other broadcast interests. Buyer is owned by John S. Tyler, former president of Pacific & Southern Broadcasting Co., now Dallas broadcast consultant. KLPR is 1 kw daytimer on 1140. KATT is on 100.5 mhz with 100 kw and antenna 480 feet above average terrain.

■ WAVA(AM) Arlington, Va. (Washington): Sold by WAVA Limited Partnership to 780 Inc. for \$665,000, plus \$100,000 covenant not to compete. Transaction is spin-off from intended acquisition of WAVA-AM-FM by WAVA Partnership from Arthur Arundel for \$2,500,000, plus \$50,000 covenant not to compete and \$760,000 consulting agreement (BROADCASTING, April 25, "Closed Circuit," May 9). WAVA Partnership is headed by four general partners: Alex Sheftell (13%), Melvin Lenkin and his son, Edward (11% each), and JU Investments Associates Inc. (9%). Mr. Sheftell is former part-owner of WLMD(AM) Laurel, Md., and was president of Washington-area excursion boat line. Messrs. Lenkins own Washington construction firm. JU Associates is investment firm owned by Robert Understein, Washington accountant. WAVA Partnership has 10 limited partners. Buyer of WAVA(AM), 780 Inc., is owned equally by Edwin Tornberg, Edward Welter and Douglas D. Kahle, who also own WFIA-AM-FM Louisville, Ky., and WBRI(AM) Indianapolis. Mr. Tornberg and Mr. Kahle are also owners of KBND(AM) Bend, Ore. Mr. Tornberg is Washington media broker. WAVA is 1 kw daytimer on 780 khz.

■ WYCH(FM) Hamilton, Ohio: Sold by Raymar Communications Inc. to YCH Associates for \$600,000. Seller, owner of WMOH(AM) Hamilton, is principally owned by R. Markey & Sons Inc., New York, investment firm principally owned by Hugh A. Markey. Bill R. McRae is president of Raymar and is minority shareholder. Buyer is partnership among Ragan Henry (33-1/3%), general partner, and seven limited partners. Mr. Henry is also president and principal owner of Broadcast Entertainment Network Inc., which, as BENI of Ohio, recently received FCC approval of its \$1.8-million purchase of WCIN(AM) Cincinnati (BROADCASTING, June 20). BENI also owns WAOK(AM) Atlanta, WGIV(AM) Charlotte, N.C., and WTAN-AM-FM Clearwater, Fla. WYCH is on 103.5 mhz with 7.2 kw and antenna 255 feet above average terrain. Broker: Ted Hepburn & Co.

■ WSPR(AM) Springfield, Mass.: Sold by WSPR Inc. to Northeast Communications Corp. for \$412,500, plus \$46,250 covenant not to compete. Seller is owned by Alan C. Tindal and Kristian Solberg, who have no other broadcast interests. Buyer is owned



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by Jeffery E. Fisher (40.3%) and five other members of his family. Buyer also owns WFTN(AM) Franklin, N.H., and has received FCC approval of its \$375,000 purchase of WABK(AM)-WKME(FM) Gardiner, Me. (see page 52). WSPR is on 1270 khz with 5 kw day and 1 kw night.

■ WSMY(AM) Weldon, N.C.: Sold by Smiles of North Carolina to W. Orson Woodall for \$325,000. Seller is owned by Norman J. Suttles, Derwood H. Godwin (46% each) and John E. Ingraham (8%), who also own WVBS(AM)-WPJC(FM) Burgaw, N.C.; WFOG-AM-FM Suffolk, Va.; WRNC(AM) Raleigh, N.C., and WDXI-AM-FM Orangeburg, S.C. Buyer, Mr. Woodall, is president and owner of WGAJ(AM) Valdosta, Ga. WSMY is on 1400 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

■ WURL(AM) Winston-Salem, N.C.: Sold by Randolph Properties Inc. to Power Media Communications for \$290,000. Seller is owned by Warren W. Binion (88%) and his son, Warren S. (12%), who have no other broadcast interests. Buyer is owned by Harrell Powell Jr. (34%), Howard Sisk and Rubin Hicks (33% each). They are general manager, assistant manager and manager, respectively, of WKTE(AM) King, N.C. Mr. Powell is also partner in Winston-Salem law firm and is officer of applicant for new AM at Kernersville, N.C. WURL is 10 kw daytimer on 1500 khz.

■ WBGC(AM) Chipley, Fla.: Sold by Sunny Hills of Chipley Inc. to R-4 Radio Corp. for \$200,000. Seller is principally owned by William A. Masi, who also owns 10% of WHBI(FM) Newark, N.J. Buyer is owned by Richard Ringenwald, organist and choir director of Glenside, Pa., church. He has no other broadcast interests. WBGC is 250 w daytimer on 1240 khz.

■ KZFM(FM) Corpus Christi, Tex.: 51% of Texas Media Group Inc., licensee, sold by Joe Glenn Thompson and Drs. Frank Gerow, Page Nelson and Raymond Reid to Arnold Malkan for \$200,000. Remaining stock is held by Roger H. Stoner, who is not selling. Sellers also own KNIT-AM-FM Abilene, Tex. Buyer is purchasing stock individually and as trustee for his children. Mr. Malkan is also principal owner of KEYS(AM) Corpus Christi and of WNOR-AM-FM Norfolk, Va. KZFM is on 95.5 mhz with 41 kw and antenna 320 feet above average terrain.

■ KRFS-AM-FM Superior, Neb.: Valley Broadcasting Co., licensee, sold by LeRoy L. Wolfe and others to David Rieck and Dennis E. Hull for \$157,500. Sellers are Mr. Wolfe (32%), his brother, Gilbert (27%), his son, Charles (12%), and Mr. and Mrs. William Hildebrand (29%). They have no other broadcast interests. Buyers (50% each) have no other broadcast interests. Mr. Rieck is former sales manager of WBNF(AM)-WQYT(FM) Binghamton, N.Y., and Mr. Hull is operations manager of KLFM(AM) Ames, Iowa. KRFS is 500 w daytimer on 1600 khz. KRFS-FM is on 103.9 mhz with 500 w and antenna 59 feet above average terrain. Broker: Doubleday Media.

■ KNAM(AM) Midland, Tex.: Sold by Green Dolphin Broadcasting Corp. to Robert D. Martin and O. Melvin Phillips for \$125,000. Seller is principally owned by Michael Fitzgerald (50%), Max. B. Lloyd (23%), Wayne Weeks (14%) and others. They also own KNFM(FM) Midland. Buyers are Pinetop, Ariz., physicians with no other broadcast interests. KNAM is 500 w daytimer on 1510 khz. Broker: Chapman Associates.

■ Other station sales announced last week by the FCC include: KWRT-AM-FM Boonville, Mo.; WMTU-TV Memphis; WODI(AM) Brookneal, Va.; KEZE-AM-FM Spokane, Wash., and WVRC(AM) Spencer, W. Va. (see page 51).

■ Buyer of KALG(AM) Alamogordo, N.M., is Wycom Corp. of Laramie, Wyo., of which William Sims is principal (80%) owner—not Mr. Sims personally, as reported in "Changing Hands," July 25. Wycom minority stockholders include Robert Flotte, Donald Hargis and Alan Harris.

#### Approved

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

■ WAUD(AM) Auburn, Ala.: Sold by Elmer and Elizabeth Salter to Auburn Broadcasting and Communications Co. for \$525,000. Mr. and Mrs. Salter are retiring from broadcasting. They have no other broadcast interests. Buyer is owned equally

by Andrew J. Gentry, his wife, Penelope, and Lewis A. Pick Jr. and his wife, Frances. Mr. Gentry is Auburn attorney, and Mr. Pick has various real estate interests there. They have no other broadcast interests. WAUD operates on 1230 khz with 1 kw day and 250 w night.

■ Other station sales approved last week by the FCC include: WLCE-FM Hodgenville, Ky.; WABK(AM)-WKME(FM) Gardiner, Me.; KARR(AM)-KOPR(FM) Great Falls, Mont.; WHLQ(FM) Canton, Ohio; WCDL-AM-FM Carbondale, Pa.; WCRE(AM) Cheraw, S.C., and WKRR(AM) Pickens, S.C. (see page 52).

## Voluntary breakup of crossowned media earns tax break

### FCC eases liability in cable sale by owners of KRCR-TV Redding

The FCC has issued a tax certificate to the owners of a California television station and cable systems who plan to sell a co-located property, although the crossownership was grandfathered and divestiture is not required by the commission.

California Oregon Broadcasting Inc. and William B. Smullen, its president and principal owner, have offered to sell their 57.5% interest in Humboldt Bay Video

Thank you

Hart Cardozo, Jr.

—radio broadcasting

Company to Cox Cable Communications. Humbolt operates cable systems in Eureka, Arcata, McKinleyville and parts of Humboldt county, all California, and COBI is the owner of KRCC-TV Redding, Calif. KRCC-TV's grade B contour overlaps the communities served by Humbolt.

COBI and Mr. Smullen had acquired their interests in the co-located media before the FCC's July 1, 1970, grandfather date that obviated need for divestiture.

Although commission rules did not require a divestiture of one of the media, the FCC noted that the voluntary sale of COBI's and Mr. Smullen's interests in Humbolt "would be appropriate to effect a new or changed policy that would have been required under the rules had no grandfather rights existed." The commission then granted the request by COBI and Mr. Smullen for a tax certificate under section 1071 of the Internal Revenue code.

That section of the tax code says, in part, that FCC-ordered divestitures will not be taxed but will be treated as "involuntary conversion of property."

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## 'Times' series focuses on G&W tax practices

**However, corporation's Davis says stories contain 'falsehoods,' maintains allegations have had an effect on Paramount sales**

The tax practices of the Gulf & Western Corp., New York, were the subject of three articles in the *New York Times*. One article asserted that in the late 1960's G&W set up a subsidiary in Canada, Paramount Television Sales, to market its library of feature films valued at \$167 million to take advantage of soon-to-expire tax credits here. Had the films been sold or leased from the U.S., according to the *Times*, taxes would have been incurred on the income. It quoted a senior government tax expert as saying that he doubted the legality of the Canadian transaction since "setting up a transaction solely for the purpose of evading taxes is fraud."

The newspaper also reported that the SEC is conducting a separate investigation, looking into the accuracy of G&W's financial reports to its stockholders and the public and the relationship of the corporation with its major banks. According to the *Times*, the SEC is looking into G&W's handling of the 1973 sale, on the last day of its fiscal year, of its cable television subsidiary, Athena Communications Corp., whose condition was said by the *Times* to be "faltering." The *Times* also reported that Gulf & Western is "alleged to have used its influence with a major New England Bank [First National Bank of Boston] to obtain a loan—that the bank otherwise would not have made—for the cable TV subsidiary."

Martin S. Davis, executive vice president of G&W, said the allegations in the *New York Times* story are "riddled with falsehoods," and they will be "dealt with at an appropriate time and in an appropri-

ate forum." In response to a question, he said there has been no adverse impact on sales at Paramount Television and Paramount Pictures and none is expected in the future.

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## NLRB will take on AFTRA over strike at WPGC stations

**Labor board will press charges of illegal secondary boycott as union threatens agencies**

The Baltimore regional office of the National Labor Relations Board has decided to prosecute the Washington-Baltimore local of the American Federation of Television and Radio Artists for using allegedly illegal tactics in a strike against WPGC-AM-FM Morningside, Md.

The NLRB regional office was preparing a complaint last week against AFTRA based on WPGC charges alleging that the union maintained illegal "hot cargo" agreements and has run an illegal secondary boycott against the stations.

The decision to file a complaint and begin court proceedings against AFTRA was cheered by the stations, which have argued—along with the National Association of Broadcasters (BROADCASTING, June 20)—that if the union's strike tactics went unchallenged, AFTRA would have invented a weapon that might imperil any station being struck, and even a network.

"The whole broadcast industry is going to be the beneficiary of this," Marshall Berman, the stations' attorney, said.

But AFTRA's attorney, Tom Powers, challenged that assertion, saying the dispute "is purely local. It's never been done nationally."

The dispute revolves around the AFTRA local's orders to its member artists and to local advertising agencies that support the union to withdraw from the



**Congratulations.** Park Broadcasting Inc. President Roy H. Park (l) is greeted by friend and competitor E. R. (Curly) Vadeboncoeur, president of Newhouse Broadcasting, during the dedication and open house of Park's new offices and studios of WHEN(AM) Syracuse, N.Y. July 21 was proclaimed "WHEN Radio Day" by that city's mayor who cited the station for making "a significant and beneficial impact on the lives of Syracusans." WHEN's new facilities house 600,700 square feet of space and cost more than \$600,000.

stations commercials they had produced or helped make. WPGC filed affidavits with NLRB alleging that 10 agencies that had signed "letters of adherence" with the AFTRA local had been threatened with suit by the union if they failed to follow the order.

AFTRA defended the action as constituting a primary boycott. Playing the commercials with the AFTRA members' recorded voices was the same as the AFTRA members crossing the picket line at the station, it said, and the members had a right to prevent that. It added that the boycott did not prevent the agencies from continuing to produce ad copy for live presentation at the station.

The stations argued, on the other hand, that AFTRA was putting economic pressure on businesses dealing with the stations, which amounts to a secondary boycott prohibited by law. The stations also charged that "letters of adherence" the advertising agencies signed with the union local, agreeing in part to support boycotts by the union's members, violates the law against "hot cargo" agreements between a union and secondary business.

The case will now go before an NLRB administrative law judge, and if appealed, before the NLRB board. Mr. Powers said if the union loses, it will appeal.

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## Petitioners want another FCC look at scattergun EEO filing

**Coalition of groups asks for second opinion on rejection of effort to initiate inquiry into employment practices at more than 300 stations, groups**

A coalition of citizen groups has asked the FCC to reconsider a Broadcast Bureau denial of a request for a nationwide inquiry into the employment practices of 295 station licensees and 16 group-owner headquarters (BROADCASTING, July 4).

The Washington-based Citizens Communications Center, counsel for the groups, said that the dismissal of the original petition indicates that the commission "remains insensitive to the needs and rights of the public interest" and "that it intends to maintain its curious neutrality in favor of broadcasters even in the face of wholesale violation of EEO rules."

Citing what it calls the "ingeniously raised" procedural obstacles, the petition for a review of the Broadcast Bureau's decision asks for a full commission inquiry "into the hiring and employment policies" of the companies. "The thrust of this EEO inquiry should be to obtain immediately adequate evidence...that the affected stations were and are presently complying with the commission's non-discrimination rules."

The original petition was denied in a lengthy letter from Richard Shiben, chief of the bureau's Renewal and Transfer Division, on procedural grounds relating

## Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Current and change				Year earlier			
		Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Adams-Russell.....	9 mo. 6/73	12,741,000	+ 6.6	716,000	101.6	.58	11,945,000	355,000	.28
BBDO.....	6 mo. 6/30	47,000,000	+14.6	4,002,000	+13.4	1.59	41,000,000	3,528,000	1.40
John Blair.....	6 mo. 6/30	65,622,000	+27.7	4,052,000	+97.1	1.68	51,348,000	2,055,000	.85
Capital Cities.....	6 mo. 6/30	143,840,000	+45.3	20,385,000	+16.0	2.72	102,427,000	17,571,000	2.26
Conrac.....	6 mo. 6/30	67,540,000	+ 8.6	3,561,000	+36.5	1.67	62,135,000	2,607,000	1.31
Cowles.....	6 mo. 6/30	5,548,000	+ 6.3	1,717,000	-18.1	.43	5,216,000	2,095,000	.53
Doyle Dane Bernbach.....	6 mo. 6/30	35,376,000	+17.6	3,141,000	1.67	+12.3	30,058,000	2,795,000	1.54
Dun & Bradstreet.....	6 mo. 6/30	314,660,000	+ 6.4	26,972,000	+17.7	1.02	295,534,000	22,900,000	.86
Fairchild Industries.....	6 mo. 6/30	184,438,000	+56.3	2,914,000	+44.9	.63	117,955,000	2,011,000	.44
Interpublic Group.....	6 mo. 6/30	114,267,000	+22.5	6,372,000	+26.4	2.66	93,239,000	5,041,000	2.13
Jefferson Pilot.....	6 mo. 6/30	298,502,000	+14.3	39,133,000	+22.7	1.63	261,059,000	31,870,000	1.32
Liberty Corp.....	6 mo. 6/30	89,593,000	+12.9	10,915,000	+ 5.7	1.63	79,324,000	10,319,000	1.49
Storer.....	6 mo. 6/30	65,325,000	+ 8.7	5,789,000	-18.3	1.09	60,073,000	7,080,000	1.14
Transamerica.....	6 mo. 6/30	1,564,750,000	+17.2	80,666,000	+54.4	1.17	1,334,569,000	52,243,000	0.84
Washington Post.....	26 wk. 7/3	207,516,000	+15.9	15,842,000	+37.4	1.83	179,008,000	11,529,000	1.28



**Proud parents.** National Association of Broadcasters President Vincent T. Wasilewski (l) and General Counsel Erwin G. Krasnow pose with a copy of that organization's new best seller: the "Legal Guide to FCC Broadcast Rules, Regulations and Policies." The association says the three-inch-thick volume was made necessary by the extraordinary number of governmental regulations to which broadcasters must respond. By last week, 1,700 copies of the "Legal Guide" had been sold (at \$35 to NAB members, \$70 to outsiders).

to the commission's new processing standards. Those new standards are intended to be more comprehensive than those used by the citizen groups to screen out operations for special scrutiny.

CCC is filing on behalf of the National Association for the Advancement of Colored People, the National Urban League, the National Black Media Coalition, the National Media Task Force of the National Organization for Women, Chinese for Affirmative Action and the National Citizens Committee for Broadcasting.

### Media Briefs

**Still trying.** President Carter, in apparent effort to rescue Consumer Protection Agency bill stymied in Congress (BROAD-

CASTING, June 13), has recommended elimination of 26 consumer units at federal agencies and cabinet offices, as well as "consumer representation plans" set up by President Ford. Savings, according to President Carter, would amount to about \$5 million yearly, since offices now cost about \$11.6 million and representation system about \$8.5 million, and Consumer Protection Agency is expected to cost about \$15 million. Among federal agency branches to go would be FCC's consumer assistance office, which anticipates fiscal 1978 budget of \$100,000 to \$120,000. Of 200 consumer jobs dispersed around government, President said they could be merged into proposed agency.

**Nuts and bolts of renewal.** National Association of Broadcasters has scheduled two regional seminars on license-renewal. One, to be cosponsored with New York State Broadcasters Association and New Jersey Broadcasters Association, will be held Sept. 10 at Otesaga hotel, Coopers-town, N.Y. Other will be held Sept. 26 at Penn Harris motor inn, Harrisburg, Pa. Sessions will cover all renewal procedures including latest FCC requirements.

**Thanks.** President Carter expressed his gratitude in letter to FCC Commissioner Benjamin L. Hooks in accepting Mr. Hook's resignation as commissioner, effective July 27. He also congratulated him on his assumption of his new duties as executive director of National Association for Advancement of Colored People.

**Drop-out.** Former FCC Chairman Newton N. Minow is apparently out of running for seat on board of Corporation for Public Broadcasting because of problems in connection with financial disclosure Senate Communications Subcommittee routinely requires of all nominees. In Mr. Minow's case, disclosure would involve financial arrangements with his law firm, Sidley & Austin, of Chicago, and its clients. He feels unable to meet that requirement, Senate subcommittee sees no need to make exception in his case, and White House does not want to request one. Still anticipated nominees: Sharon Percy

Rockefeller and Gillian Sorensen.

**Second for Santa Ana.** FCC has reassigned TV channel 40 from Riverside to Santa Ana, both California. Action was result of petition by International Panorama TV Inc., licensee of KLXA-TV Fontana, Calif., which was denied request to change city of license to Santa Ana. Santa Ana, seat of Orange county, previously had only one TV assignment, authorized noncommercial KOCE-TV Huntington Beach, Calif.

**Chief of staff.** Sheila Mahony, executive director of Urban Institute's Cable Television Information Center, next month assumes same role for Carnegie Commission on Future of Public Broadcasting (BROADCASTING, June 30). Her first assignment is to set up offices in New York and with commission chairman, William McGill, president of Columbia University, find staff of six-to-10 professionals who will rely heavily on consultants' work. Hiring is expected to be completed by October.

**New office.** Holt Corp., Bethlehem, Pa.-based media broker, is opening new office in Dallas, to be operated by Robert D. Hanna, long-time Southwest broadcaster. Address: 300 Park Cities Bank Building, 5315 Preston Road, Dallas 75205. Phone: (214) 526-8081.

### Slight change of pace in ex parte thinking

**Special study group now feels that general ban on receipt of oral-written communications would hobble government agencies**

A special committee of The Administrative Conference of the U.S., studying the question of what new procedures, if any, federal agencies should adopt to govern ex parte procedures received during informal rulemaking proceedings, has backed down from a proposed recommendation.

Last month, the committee drafted a proposal that all written recommendations

regarding the merits of a pending rule-making be placed in the public file and that all oral contacts on the merits be summarized and placed in the file also (BROADCASTING, July 25).

But after receiving comments from the federal agencies among which the proposal was circulated, the committee stuck with the recommendation regarding written comments but not the one dealing with oral contacts. As for the latter, the committee recommendation calls only for experimenting with procedures designed to provide disclosure, and placing summaries of oral contacts in the public file is suggested as an experiment worth trying.

The committee introduces its recommendation with the comment that a general ban on the receipt of oral or written communications "is undesirable, because it would deprive agencies of the flexibility needed to fashion rulemaking procedures appropriate to the issues involved," and would "introduce a degree of formality" that would often complicate procedures unduly.

The recommendation now goes to the conference's council—which serves as the conference's board of directors—to determine whether the matter should be placed before the conference meeting on Sept. 15-16.

## Communications gets short shrift as Lance begins selling Carter reorganization plan to the Senate

Bert Lance, director of the Office of Management and Budget, went before Senator Abraham Ribicoff's (D-Conn.) Commit-

tee on Governmental Affairs last week to present President Carter's plan for reorganization of the executive branch.

After he summarized the plan, including the abolition of the Office of Telecommunications Policy and a transfer of its responsibilities to the Department of Commerce, OMB and a new Domestic Policy Staff (BROADCASTING, Aug. 1), it became clear that the senators' minds were not on communications, but on drug abuse. The reorganization of the Office of Drug Abuse Policy took the lion's share of their attention, with OTP and the other offices getting only a few minutes.

Senator Charles Percy (R-Ill.), who said he believed his opinions were shared by several of his colleagues, supported the reorganization. But he said he would fight to kill the entire package unless the ODAP plans are modified.

When OTP matters were discussed, however, Senator Ribicoff expressed his concern that an assistant secretary for communications and information in the Commerce Department could get lost within the federal bureaucracy. Mr. Lance answered that the White House has a "strong interest" in telecommunications and that the reorganization in no way "plays down" that interest. Asked by Senator Ribicoff if the proposed assistant secretary would be "the boss" on communications matters, Mr. Lance said that ultimate responsibility is in the President's hands, and said that communications issues will receive presidential attention although they will no longer come from one central office.

Discussing the reorganization plan as a whole, Senator John Glenn (D-Ohio) found it lacking in potential for long-range planning, and said that a more concrete plan should be tackled to prevent the country from "just drifting around willy-nilly."



**Making it official.** The switch of Cox Broadcasting's wsoc-TV Charlotte, N.C., from NBC-TV to ABC-TV (BROADCASTING, Aug. 1) was affected at this meeting, by (seated): Leonard H. Goldenson, chairman-chief executive officer, ABC Inc. (l), and Clifford Kirtland, president, Cox Broadcasting, and (standing l to r): Richard L. Beesemyer, vice president, ABC Television Network; Freeman Jones, vice president-general manager, wsoc-TV; Elton H. Rule, president-chief operating officer, ABC Inc.; James E. Duffy, president, ABC Television Network; Stanley G. Mouse, executive vice president, broadcast division, Cox Broadcasting, and Frederick S. Pierce, president, ABC Television.

## Court backs FTC right to order corrective ads for Listerine

**Split decision, however, does temper required wording to be used; Robb dissent charges commission invaded area beyond its authority; Warner-Lambert says it will take case to the Supreme Court**

In a 2-to-1 decision last week, the U.S. Court of Appeals in Washington affirmed the Federal Trade Commission's authority to order corrective advertising.

The case—involving Warner-Lambert Co.'s Listerine—marks the first court test of the commission's power to go beyond cease-and-desist orders that may halt certain advertising but require no remedial action. Warner-Lambert plans to appeal to the Supreme Court.

At stake for the Morris Plain, N.J., pharmaceutical manufacturing firm is its freedom to advertise without including the line: "Listerine will not help prevent colds or sore throats or lessen their severity." In its original order late in 1975 (BROADCASTING, Dec. 22, 1975), the FTC said Warner-Lambert has been misrepresenting its product since it began advertising in 1921. The penalty was corrective advertising until the firm spends about \$10 million—an amount equivalent to the average annual Listerine advertising budget between April 1962 and March 1972. This was the first FTC corrective advertising order.

The split decision, with Chief Judge David L. Bazelon and Judge J. Skelly Wright as the majority, noted the FTC finding "that the ability of Listerine to kill germs by millions on contact is of no medical significance in the treatment of colds or sore throats." And in a central point, the decision, written by Judge Wright, said: "We conclude that . . . legislative history cannot be said to remove corrective advertising from the class of permissible remedies."

Judge Roger Robb, dissenting in part, however, claimed the FTC went too far. "In my judgment this requirement of corrective advertising is beyond the statutory authority of the Federal Trade Commission. The commission's authority to enter cease-and-desist orders is prospective in nature; the purpose of cease-and-desist orders is 'to prevent illegal practices in the future,' . . . not 'to punish or to fasten liability on respondents for past conduct.'"

While upholding the FTC's authority, the court did soften the corrective message the commission would have required. It dropped the first four words "contrary to prior advertising," claiming the phrase unnecessary considering the other elements of the FTC order. In television commercials the disclosure must be presented simultaneously in both the



audio and the video, and in both radio and television ads, no background sounds may be included in that portion of the message. In print, the sentence must be separated from the bulk of the text and be of a type size as large as the principal portion of the ad.

The dropped phrase, wrote Judge Wright "can serve only two purposes: either to attract attention that a correction follows or to humiliate the advertiser. The commission claims only the first purpose for it, and this we think is obviated by the other terms of the order. The second purpose, if it were intended might be called for in an egregious case of deliberate deception but this is not one."

The decision had little sympathy for Warner-Lambert's complaints about the duration of the corrective advertising. "If petitioner continues to advertise normally the corrective advertising will be required for about one year. We cannot say that is an unreasonably long time in which to correct a hundred years of cold claims." (The court noted that since Listerine was put on the market in 1879, "it has been represented as being beneficial for treatment of colds, cold symptoms and sore throats.")

Judge Robb again took exception: "It is conceded that Listerine is effective as a mouth wash and breath freshener, and it appears that in recent years much the greater part of Warner-Lambert's advertising budget for Listerine has been spent in promoting these uses of the preparation. Thus the commission and the [court] majority would forbid the publication of truthful advertisements of Listerine's effectiveness unless coupled with a disclaimer relating to the uses advertised in the past."

The dissenting judge expressed his fears that the same logic of his colleagues could be applied "to almost any advertisement which is the subject of a cease-and-desist order." And, agreed Wallace Snyder, FTC acting assistant director for national advertising, it "sets the stage for more orders," and, he said, "a form of relief that's very necessary."

The FTC staff presently is seeking corrective advertising decisions against four other companies. Three, now before FTC trial judges, involve analgesic claims by Bristol-Myers, American Home Products and Sterling Drug. Another, the most recent complaint urging such remedial action, was issued against Kroger Food.

In arriving at its decision, the appeals court said its first task was to determine if the FTC was correct in judging Listerine not beneficial for treatment of colds and sore throats. It agreed with the commission judgment and claimed that the product's efficacy was not proved by a Food and Drug Administration panel report as Warner Lambert contended. The FDA panel said there was insufficient evidence to classify Listerine's ingredients as either effective or ineffective and the court said that that finding "is not necessarily inconsistent with the FTC's conclusion that Listerine's advertising claims are deceptive."

The court majority then disagreed with

what it viewed as Warner-Lambert's arguments against the concept of counteradvertising: "(1) legislative history precludes it; (2) it impinges on the First Amendment, and (3) it has never been approved by any court."

On the first count, for example, the majority disagreed that Congress never contemplated corrective advertising from the start, with the 1914 Federal Trade Commission Act. As for the second, the decision said that the Supreme Court may have extended First Amendment protection to commercial speech last year but "expressly noted that the First Amendment presents 'no obstacle' to government regulation of false or misleading advertising."

Concerning the third argument, the majority said that there is precedent for corrective advertising. The term, wrote Judge Wright, "may be newly coined, but the concept is well established. It is simply that under certain circumstances an advertiser may be required to make affirmative disclosure of unfavorable facts." As one of several examples, it said that J. B. Williams Co. in 1967 was required by a circuit court to inform the public in its advertisements that its Geritol will relieve tiredness only for those persons who face iron deficiency anemia.

In his dissent in part, Judge Robb disagreed with much of the decision's legal logic, as did the Association of National Advertisers and the American Advertising Federation which filed friend-of-the-court briefs in the case.

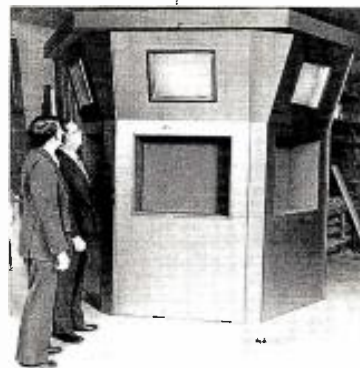
In a statement issued soon after the appeals court decision was released, Warner-Lambert announced its intention to pursue a higher appeal. (It had said it would take the case to the Supreme Court, if necessary, when the FTC's order was issued). Warner-Lambert also emphasized that the case involved cold claims and did not touch upon Listerine's effectiveness in oral hygiene and its breath claims. And it again brought up its claim that the FDA said its product's ingredients "may be generally recognized as safe and effective if additional testing is conducted."

## Chicago gets taste of shoppervision

**Farkas sets up installation that provides programing, ads for passersby on the plaza**

Frank Farkas's "fourth network" claims might strike some broadcasters as exaggerated but since his Mall Media Network began operating in Chicago's Evergreen Plaza last Monday (Aug. 1), national as well as local advertisers have been buying commercial time to reach shoppers through television.

Mr. Farkas, Mall Media Network president and chief executive officer, has installed what he terms a "golden tower," an eight-and-a-half foot structure with six television screens in a hexagon line-up at the top and with six illuminated product



**"For Shoppers."** Prior to its installation in a Southwest Chicago shopping center, Richard Lacaille (l), assistant manager of Evergreen Plaza, and Frank Farkas, president and general manager of Mall Media Network, examine the "golden tower."

display windows below. Of the television screens, three simultaneously present movies, cartoons and other features, with commercials interspersed for 20 minutes each hour. Two other screens provide 10-second slides for merchants and the sixth screen offers UPI news service via a character generator.

Mr. Farkas claims to have a full commercial line-up for August, with commitments to run 20 30-second spots twice each hour. Advertiser cost is \$850 per month for two 30-second spots an hour, 12 hours per day. According to Mr. Farkas, the items being advertised include Dr. Scholl's foot care products, Wrigley chewing gum and Tootsie Rolls. Chicago broadcast stations also are using the Mall Media Network to promote WBBM-TV, WIND(AM), WVON(AM) and WLUP(FM), Mr. Farkas said. He also has provided free time for public service announcements.

Mr. Farkas plans to expand his service first to other shopping centers in the Chicago area and then across the country.

### Advertising Briefs

**TV pushes TV.** Package of five TV spots, each emphasizing particular aspect and value of local TV advertising for retailers is being produced by Media Means, Newington, Conn.-based production firm. Spokesman for series is Ed Herlihy, known for his work on Kraft commercials.

**NAD in June.** Six challenges to national TV advertising, were among 11 cases resolved during June by National Advertising Division of Council of Better Business Bureaus. Discontinued was television commercial for Standard Brand's Planters peanut butter. Reviewed and found acceptable were TV commercials for Crazy glue, Tums antacid, Spalding tennis balls, Standard Royal brand desserts and Sizzlean meat product.

**Wylor to Bates.** Wylor Foods, division of Borden Inc., has named Ted Bates & Co., New York, for its powdered soft-drink mixes, which bill about \$8 million, of which 90% is in network and spot televi-

sion. It is first assignment for Bates from Borden. Wyler's former agency was Bozell & Jacobs, Chicago.

**Agency for WNEW.** Kelly, Nason Inc., New York, has been named advertising agency for WNEW(AM) New York, Metromedia Inc. station.

**Moving into Detroit.** Bernard Howard & Co., New York, radio station representative, has opened office at Parklane Tower East, Dearborn, Mich. 48126, to cover Detroit area. Phone: (313) 336-3444.

**Blair in Cleveland.** Blair Television has opened new sales office in Cleveland in Central National Bank Building, 800 Superior Avenue. Telephone: (216) 566-7000. Managing office is Dan Malmad, formerly account executive with Blair Television in New York.

**British barter.** J. Walter Thompson Co. subsidiary, JWT Syndication, will barter British-produced package of five variety hours covering history of pop music from Billie Holliday to The Beatles. Umbrella title is *All You Need Is Love*. Stations signed so far include WNEW-TV New York, KTTV(TV) Los Angeles, WGN-TV Chicago and KGO-TV San Francisco, which get all five hours free in exchange for batch of time-bank minutes for JWT client, Scott Paper Co. Four other musical hours are in works, to be made available later, as part of entire Scott Paper barter package.

## Gourmet popcorn to get heavy ad push

Advertising for popcorn has been practically inconspicuous for years but Hunt-Wesson Foods Inc. promises a \$5-million burst in TV and print, starting this fall.

The Fullerton, Calif.-based food company said it is breaking "dramatically" with tradition with its king-sized advertising budget for its Orville Redenbacher's Gourmet Popping Corn. Hunt-Wesson said that all 85 brands in the field have been spending less than \$500,000 annually in advertising and anticipated that



its stepped-up spending will enable Redenbacher to double or even triple its share of the market (it claims the brand is already number one in dollar sales nationally).

An official of the company would not disclose the media breakdown between television and print, but Norton Simon Inc., the parent company, has allocated 65% or more of its measured advertising to

TV in recent years. Hunt-Wesson will use network television, both in daytime and evening periods, and spot TV in 25 markets in the Midwest, starting Sept. 26.

The commercials will feature Orville Redenbacher, a silver-haired, bow-tied agronomist who has spent 35 years perfecting his special popcorn kernel. He makes a claim in the commercial that "mine pops so much bigger, it's blowing the top right off the popper."

Robert A. Fox, executive vice president of Hunt-Wesson, said a test marketing, advertising and promotional program conducted in Denver, Jacksonville, Fla., and Tampa, Fla., tripled the brand's shipments, and added: "Our new program is designed to duplicate on a national basis what has happened in the test markets." He placed annual sales in the popcorn industry at \$80 million.

The agency for Orville Redenbacher is Botsford, Ketchum Inc., San Francisco.

## NRMA study reflects retailer yen for radio

Retailers' growing use of radio is buttressed in a new survey by the National Retail Merchants Association showing that nine out of 10 stores are radio advertisers.

NRMA's findings indicate that 92% of all stores in the survey use radio; 93% of stores with an annual volume of \$5 million or more use radio and 90% of stores with an annual volume of less than \$5 million use radio.

Miles David, president of the Radio Advertising Bureau, said that key findings of the NRMA media survey are being distributed widely to radio stations for use in calls and presentations to local and regional advertisers. He said RAB intends to make regional and national advertisers and their agencies aware of the conclusions of the survey.

The period covered in the study was the first half of 1976 versus the first half of 1975.

Other findings from the survey: more stores have increased their use of radio than have increased their newspaper advertising, and almost one half (48%) of responding stores said they would schedule radio on a 52-week basis.

## Compton-HBM deal off

Merger talks between Compton Advertising, New York, and Humphrey, Browning, MacDougall, Boston, have ended. Richard S. Humphrey, president of the Boston firm, said that at the urging of a number of key employees, talks with Compton have been terminated and the possibility of his firm being acquired by its employees is being explored.

Compton bills about \$390 million worldwide and about \$140 million in the U.S., of which an estimated \$100 million is in TV and radio. HBM has billings of about \$33 million, of which an estimated 50% is in broadcast.

## Sex-drug lyrics are fuse to bomb—Jones

**NAB executive says those who feel such music is harmless should look at the real-life facts**

Charles Jones, National Association of Broadcasters vice president for radio, urged last week that radio operators stop playing records with what he calls "sex and drug (SAD)" lyrics.

"The moral revolution of the past 25 years had led to the desensitization of us all from *Captain Billy's Whiz Bang* to *Penthouse* and *Screw*—from "Flat Foot Floozie with a Floy Floy" to a "A Real Mother for Ya" or "I'm Goin' Down," he said in a column for the Tennessee Association of Broadcasters August newsletter. "What must we do next to get attention, to make us different, to attract more listeners?"

Mr. Jones urged radio broadcasters to "make an honest and decent effort to convince your peers" to clean up radio. "If you're playing SAD music because you honestly believe it's harmless, then I suggest you attend a teen-age pot party and then check the number of 12- and 13-year-olds in your state who are pregnant," he said.

"If you're playing SAD music because it's the only way you can attract an audience, then I suggest you get out of the business."

## Final Nixon-Frost stanza bought by 50

**Straight cash sales being made, with Metromedia paying \$200,000; Labor Day week is target date**

Fifty stations have bought the new 90-minute give-and-take between Richard Nixon and David Frost that Mr. Frost has culled from last April's San Clemente interviews ("Closed Circuit," June 27).

Called *Nixon: For the Record*, the interview will cover areas like the famous 18 1/2-minute gap in one of the incriminating tapes and the broader question of why Mr. Nixon didn't burn the tapes as soon as their existence was made public.

Mr. Frost's Paradine Productions has put the tape together and Syndicast Services, which syndicated the first four 90-minute Frost-Nixon interviews, will distribute this final program (final because Mr. Nixon's contract with Mr. Frost specifies a maximum of seven hours' worth of broadcast material, less commercials).

The last 90-minute episode is being sold to stations on a straight cash basis, with Metromedia, for example, paying \$200,000 for the right to telecast *Nixon*.

## Programing Briefs

*For the Record* and a repeat of the highest-rated program of the previous four, *Nixon and Watergate*, on all six of its owned stations, according to insiders. The \$200,000 figure is "competitive" for a deal of this kind, those sources add. Metromedia, plus all the other stations that buy the interviews (among them WGN-TV Chicago, KRON-TV San Francisco and WPGH-TV Pittsburgh), will sell all 12 commercial minutes in each of the 90 minute interview programs.

The target air date of the two programs is the week of Labor Day (Sept. 5). National advertisers couldn't be found on this go-round, according to a spokesman for Syndicast, because their fourth-quarter dollars have already been committed to network series. In addition, the spokesman said, Syndicast probably won't be able to clear more than 60% of the country because stations are "up to their eyeballs" in other program commitments at this time of the year.

So, instead of arranging for a live national hook-up (as with the first four interviews), Syndicast will send the new tape and the repeat tape by mail. Syndicast is suggesting that stations play *Nixon: For the Record* between Sept. 5 and Sept. 16 because of its topicality. Already most major-market stations have scheduled it to play between Sept. 5 and Sept. 8, according to the Syndicast spokesman.

## FCC sticks to format edict

The FCC has denied the requests of five parties for reconsideration of the commission's year-old decision that choices of entertainment formats are within the discretion of licensees and that it would not interfere in broadcasters' decisions to change their programing (BROADCASTING, Aug. 2, 1976). Frank Kahn of Dobbs Ferry, N.Y., the Office of Communications of the United Church of Christ, Action Alliance of Senior Citizens of Greater Philadelphia, WNCN(FM) Listeners' Guild (New York) and Classical Music Supporters Inc. had requested reconsideration of the commission's decision that regulation of formats was contrary to public interest. In denying reconsideration, the commission said it remained convinced that program regulation was extremely complex and unwise. The vote was 6-to-1, with Commissioner Joseph Fogarty concurring and then-Commissioner Benjamin Hooks dissenting.

## NBC signs for Ali fight

**Network also makes deal with King for Norton and Young bouts**

NBC-TV has lined up two nights of prime-time boxing for September, one of which will feature Muhammed Ali defending his heavyweight title, the other, fights with top-ranked heavyweight contenders Jimmy Young and Ken Norton. The Young and Norton fights are being promoted by

Don King Productions.

On Sept. 29, the network will carry Mr. Ali's fight with Earnie Shavers, who has previously defeated Mr. Young. NBC had originally signed for the rights with Madison Square Garden last May, but a legal dispute between the Garden and Top Rank productions over contractual arrangements with Mr. Shavers left that agreement in doubt. According to Madison Square Garden, its contract with Mr. Shavers has been ruled valid by a federal court judge, although further litigation is expected. The 15-round match is to be preceded by unannounced supporting bouts, and NBC plans to be on the air with coverage from 8 to 11 p.m.

On Sept. 14, the network is to carry a three-fight program, also from 8 to 11 p.m., with Ken Norton facing Lorenzo Zanon and Jimmy Young going against Jodie Ballard. The third fight card has not yet been selected.

Don King, who was involved with the controversial U.S. Boxing Championship (televised by ABC-TV until last April), packaged the program for NBC. He has also sold a Nov. 5 fight between Mr. Young and Mr. Norton to ABC (BROADCASTING, July 11). Al Rush, executive vice president at NBC, said the network agreed to Mr. King's offer because no proof has been established that he was responsible for any wrongdoing in connection with the U.S. Boxing Championship.

**On paper.** Bill to create National Endowment for Children's Television that would underwrite children's programs on commercial and public broadcasting and on cable TV has been introduced in Senate by H. John Heinz (R-Pa.). Bill is based on recommendations of study by Center for Action Research, Princeton, N.J. (BROADCASTING, Aug. 1). Proposed endowment would be federally funded and would comprise chairman and 26 "other distinguished citizens" to review and finance children's programs.

**Harmony.** American Federation of Musicians has agreed with Association of Motion Picture and Television Producers and with The Alliance on new musicians' contract for TV and motion pictures. AFM would not disclose terms pending ratification by its membership, expected within three or four weeks. AMPTP represents bulk of major producers; The Alliance negotiates for Universal, Paramount Pictures and some independent firms.

**'7:30 Live' is dead.** WJLA-TV Washington's live weekday magazine show that began last fall at 7:30-8 p.m. (BROADCASTING, Oct. 18, 1976) has fallen victim to low ratings and has been canceled. Station said show's host, Chris Curle, and reporter, Paul Berry, will remain with station.



## CALLING ALL STATIONS... IT'S THE KING OF THE COPS!

GOLD KEY now has the original live-action Dick Tracy serials for first run on television. They can be run in the serial format or GOLD KEY will make them available as full-length feature films.

The spell-binding cliffhangers, evil villains and top stunt work will create excitement for both the nostalgia buffs as well as the over 100,000,000 readers of Dick Tracy comics in 685 newspapers across the country.

For further information, call Bob Muller.



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## Canadian networks accused of failing to promote national unity

**Report criticizes Canadian newsmen, says they're not giving both sides of the story on Quebec movement**

A report by the Canadian Radio-Television and Telecommunications Commission has cleared the Canadian Broadcasting Corp. of deliberate bias in favor of the Quebec separatist movement. The four-month inquiry, however, indicts Canadian news reporting in general as "biased to the point of subversiveness" on Quebec.

The report, prepared by a CRTC task force at the request of Prime Minister Pierre Trudeau, went beyond its original mandate to investigate only the CBC. What it found lacking was the promotion of national unity by the country's non-commercial and commercial networks.

"Each [CBC] network's lack of interest in the other part of Canada is reinforced by differences in outlook, spirit and working methods between French- and English-speaking journalists. It is reinforced, even more, by a structural organization in the CBC which a well known and respected CBC personality has trenchantly described as a "working model of how the country will fail" the report said.

The commercial networks were said to "make no greater effort" toward unity. "The French TVA and the English CTV," the report asserted, "have only spasmodic reflections of the other language group, and CTV has turned down several programs on Quebec on the grounds that audiences in other parts of Canada are "not interested."

CBC President A.W. Johnson has issued his rebuttal. "What I find totally unacceptable in the report," he said, "is the unsubstantiated and unqualified assertion that the CBC has 'failed' to contribute to the development of national unity. This flat and rather flamboyant assertion is simply not borne out by the facts. The proof is in our programming."

Mr. Johnson also attacked charges of bias in Canadian broadcast reporting because, as the report said, journalists "prevent Canadians from getting enough balanced information about Canada to make informed decisions regarding the country's future." His response to that charge: "To accuse journalists who are making honest editorial judgments of 'subversiveness' because their judgments disagree with some unknown norm is gratuitous and insulting."

In another matters of closer concern to U.S. broadcasters, the CRTC report defended the import of American programming. "Canadians themselves demand that the distribution of American stations be carried to as many parts of the country

**Sharper talk.** With the words no longer coming from the mouth of an FCC commissioner, Benjamin Hooks, apparently is freer to speak his mind on communications matters. Addressing the greater Los Angeles Press Club last Monday (Aug. 1), the new executive director of the National Association for the Advancement of Colored People (BROADCASTING, July 25), reportedly criticized the news media for ignoring "the totality of black life in America" and deliberately deciding to tone down coverage of the black movement. "They decided that they helped to build Martin Luther King and they'll never do that again," he was quoted as saying. Mr. Hooks, who said he plans to monitor the coverage of black news, suggested that stations and news organizations be picketed if such coverage does not improve. Mr. Hooks was said to have been disappointed a day earlier by a small press turnout at an NAACP Los Angeles rally.

as technology permits," it said, "and they do not feel that they have become 'cultural saboteurs' in consequence . . . This demand has not resulted in a reduction in Canadian cultural activity; quite the contrary."

Where the report goes now is uncertain. Prime Minister Trudeau has asked Secretary of State John Roberts, the cabinet member overseeing the CBC, for recommendations on the report. In a larger sense, the report is another factor in the debate on the establishment of a Royal Commission for an over-all CBC study.

The CRTC report came out against a Royal Commission at this time, claiming that attention should first be directed toward CBC reorganization, with the CBC having the prime opportunity to explain itself during 1978 public hearings on renewal of its license which expires the following year. Opinion on the establishment of a Royal Commission is said to be split within the Canadian cabinet. It is the prime minister's responsibility to initiate such a commission.

## Lights out, radios on

**WINS-sponsored survey finds great majority of people with transistors listened to them during New York crisis, and that station got largest audience**

When the lights went out in New York July 13, 94.5% of the people who lived in areas without electrical power and who had access to working radios listened to them.

That was one finding of a Trendex survey conducted on behalf of all-news WINS(AM) New York. According to WINS, 68% of the total population in the 17-county metropolitan area listened to radio during the blackout, with the major percentage of listenership going to the two all-news stations. WINS ranked first in the

survey with 31.2% of all radio listeners (AM and FM) and all-news WCBS(AM) second with 25.9%. Other stations ranked were WABC(AM), 20%; WOR(AM) 10.9% and WNEW(AM), 7.7%. Listenership percentages among only those who were without power were listed as 41.1% to WINS; 29.9%, WCBS; 14.5% to WABC, 10.4% to WOR and 6.6% to WNEW.

Comparing those figures with a similar survey taken after the blackout in 1965, WINS noted that its listenership grew in 1977 by 18.7%, which WINS attributed to "a growing reliance on all-news radio." WCBS was not an all-news station in 1965.

Another Trendex blackout survey, taken for the Radio Advertising Bureau, found that 73.3% of respondents indicated they had turned to radio during the 1965 blackout, as compared with 77% in 1977 (BROADCASTING, July 25).

## Journalism Briefs

**RTNDF choices.** Radio and Television News Directors Foundation has named four electronic journalism students as recipients of \$1,000 scholarship/fellowships. Those selected: David Martin Walter, University of Maryland (Ben Chatfield memorial scholarship, named for one-time news director of WMAZ[AM] Macon, Ga.); Dalton Tanonaka, Northern Illinois University (Bruce Palmer memorial scholarship, named for one-time news director of WKYI[AM] and KWTV[TV] Oklahoma City); Scott Montgomery, University of Texas at Austin (James McCulla memorial scholarship, named for one-time news director of ABC Radio, West Coast) and Kent Mortimore, University of Oregon (Bruce Dennis memorial scholarship, named for one-time vice president, news, WGN-AM-TV Chicago). Foundation is supported by Radio Television News Directors Association.

**Fairness by fiat.** Legislation giving FCC authority to enforce fairness in public broadcast programs has been introduced by Senator Orin Hatch (D-Utah). In remarks introducing measure, Senator Hatch referred to court cases brought by Accuracy in Media attempting to establish FCC jurisdiction in enforcing Public Broadcasting Act's requirement that all controversial public broadcasting programs display balanced viewpoints. Senator added, "Diversity, quality and balance—qualities too often missing in commercial broadcasting—are supposed to be the hallmarks of public broadcasting."

**Thomas-Boyd feeds.** International Media Services, specializing in news of moral, ethical and spiritual nature, but not emphasizing religious news per se, has been established in Washington. Principals are Cal Thomas, author and until earlier this year reporter for KPRC-TV Houston, and Forrest Boyd, formerly correspondent for Mutual Broadcasting System. *IMS, National Press building, Washington; (202) 639-5071.*

## Teleprompter goes to FTC on refusals to sell it TV time

**Cable firm protests that stations engaged in anticompetitive action when they wouldn't accept ads promoting its pay services**

Teleprompter Corp., has asked the Federal Trade Commission to investigate the extent to which television stations refuse to sell advertising time to cable systems.

Such refusals, Teleprompter contended, are "anticompetitive."

Teleprompter, the country's largest cable-TV operator, also asked the FTC to initiate cease-and-desist proceedings against six specific TV stations that it said had refused to sell time to Teleprompter systems operating in their markets, in some cases "for the openly admitted reason that cable was a competitor."

The TV stations named in the petition were KDAL-TV and WDIO-TV Duluth, Minn.; KTSM-TV and KDBC-TV El Paso, Tex.; WTVT Tampa, Fla., and WALA-TV Mobile, Ala.

"Notwithstanding the pervasive rules of the FCC that amply protect local television stations from any conceivable injury by cable television systems," the petition charged, "a growing number of stations have adopted the practice of refusing to sell to cable-television operators advertising to promote cable and pay-television services."

Teleprompter said its complaint evolved out of an advertising campaign it conducted in the spring of 1976 and winter of 1976-77 to promote its introduction of the Home Box Office pay-TV service. The company reported early in the campaign that some stations would not sell time for the promotion (BROADCASTING, April 26, 1976).

Teleprompter contended that the FTC has authority to order broadcast stations not to refuse its advertising, under a section of the Federal Trade Commission Act that declares "unfair methods of competition in commerce" to be unlawful.

Among other court precedents it cited the so-called "Lorain Journal Case" in which the Supreme Court in 1951 upheld a lower court ruling that the *Lorain* (Ohio) *Journal* violated the antitrust law by refusing to carry ads of companies that advertised on a Lorain radio station.

"Like the restraint in *Lorain Journal*," the petition asserted, "broadcasters' refusal to carry Teleprompter's advertising is an anticompetitive restraint directed at the development of cable and pay television services. . . ."

"The restraints alleged here are in fact just as devastating and direct as those in the *Lorain Journal*. In *Lorain Journal* the anticompetitive practices were directed at the broadcast station's sole means of

support, its advertisers. Cable and pay-TV activities are not supported by advertisers but by fees charged to subscribers, and, therefore, denial of access to subscribers strikes at the very economic underpinning of this emerging business."

The petition said that "Teleprompter recognizes, of course, that broadcasters are not common carriers and retain the right to select who will advertise on their facilities." But, it added, "that general principle is not at issue here."

Teleprompter found "a sharp distinction between a broadcaster competing with Teleprompter's cable or pay activities by maintaining superior service on the one hand and, on the other hand, engaging in the essentially negative conduct of denying Teleprompter advertising time available to all other lawful businesses and indeed to itself."

Broadcasters' refusal to carry Teleprompter advertising, the petition continued, "amounts to an attempt to extend the licensee's limited monopoly and governmentally granted privilege and prevent the growth of a new communications service."

In addition to investigating "the anti-competitive conduct" of the six named TV stations, the petition said, the FTC should "determine the extent to which such conduct represents an industry practice by initiating an investigation and public inquiry in which comments are invited by cable operators and broadcasters alike."

### Cable Briefs

**Cable restrictions.** FCC amended rules to prevent interference from cable TV systems to airplane navigation (BROADCASTING, March 14). New standards require systems to file information with FCC when using 108-136 mhz and 225-400 mhz bands; regular monitoring of those bands for signal leakage; carrier signals used by systems within 60 miles of aeronautical frequencies to be offset, and transmission of certain carriers within guard bands around 121.5, 156.8 and 243.0 mhz to be prohibited. Action is effective Jan. 1, 1978.

**Reprive.** FCC granted stay of its March 28 decision ordering Rust Craft Broadcasting Co., licensee of WSTV-TV Steubenville, Ohio, to dispose of its 3.6% interest in TCI, operator of cable system within WSTV-TV's coverage area. Order would have required Rust Craft to sell holdings by Aug. 10, but broadcaster apparently would have sustained financial loss due to forced sale. Commission said Rust Craft offered to put stock in voting trust and take other steps to reduce its influence in TCI, and FCC granted stay until it decides on Rust Craft's petition for reconsideration of divestiture order.

**Another for pay.** Buckeye Cablevision, Toledo, Ohio, has selected Viacom's Showtime for its pay cable service. Buckeye serves more than 50,000 subscribers and passes 106,000 homes.

## IATSE loses battle in Washington over lighting jurisdiction for ENG coverage

**Court rules in favor of networks assigning duties to NABET, IBEW**

ABC, CBS and NBC were not guilty of contract violations when they assigned the lighting for electronic news-gathering cameras in their Washington bureaus to unions other than the one that handled lighting for their newsfilm cameras.

This ruling, in a suit brought by Motion Picture Studio Mechanics Local 22, International Alliance of Theatrical Stage Employes, was issued July 27 by Judge John J. Sirica of U.S. District Court for the District of Columbia. Some observers thought it might set a precedent for similar suits pending in a number of other courts.

Local 22, IATSE, had the contract for lighting for "newsreel and/or documentary work," but when the networks completed their conversion to ENG in Washington in early 1976, discontinuing their use of film cameras, they gave the ENG lighting assignments to unions that provided the lighting for standard electronic cameras: the National Association of Broadcast Employes and Technicians in the case of ABC and NBC, and the International Brotherhood of Electrical Workers in the case of CBS.

For the networks, Judge Sirica found, this had the additional benefit of cutting film crews from three persons to two because IBEW and NABET members "were willing to work in two-man teams, with one man doing the camera work and the other the sound, and both putting up the lights." But for Local 22, it became "an issue of life or death."

In ruling that "Local 22 never did obtain jurisdiction over lighting for minicams," Judge Sirica dismissed the local's argument that the change to minicams was really just a change from one kind of film camera to another.

He also found little value in Local 22's contention that over the years, as minicams were being introduced, the networks occasionally assigned Local 22 to do the lighting, giving it a sort of implied jurisdiction.

Actually, he said, if all three networks were going to cover the same event and use only one lighting crew for all three, they would assign Local 22 members when two film crews and one minicam crew were being used, and would assign IBEW or NABET members if two or more ENG crews were used.

"The networks," he said, "have established that each has assigned minicam lighting work to members of unions other than Local 22 literally hundreds of times from 1973 to the present. Indeed, this is

not surprising, since by using IBEW or NABET members they were permitted to assign two-man rather than three-man crews.

"The clear conclusion must be, then, that the general practice of each of the networks has been, from the very beginning, to assign this work not to members of Local 22 but to those of these other unions."

Local 22 had an additional claim against NBC, but lost that, too. An NBC official had called in several members of Local 22, told them of the imminent switchover to minicams and the accompanying assignment of lighting to NABET, and asked whether any would like to be assigned to local news coverage, which would continue to use film cameras. Local 22 claimed this was a violation of NBC's obligation to bargain only through an authorized union representative.

Judge Sirica ruled, however, that "it is clear that under Local 22's contract with NBC, the network was free to assign Local 22 members to cover local news stories," so that "the network official's conversations with members of Local 22 did not constitute bargaining in any sense of the word."

Emanuel Dannett of the New York law firm of Graubard Moskowitz McGoldrick Dannett & Horowitz represented the networks in the case.

## RCA refines video-disk project

**Longer play, less expensive method of program preparation factored into undertaking; changes prompt schedule revision**

Modifications in the design of RCA's video-disk system—which the company expects will double the playing time of each disk and significantly reduce production costs—have resulted in the revision of development schedules. An RCA spokesman says it will mean a "major departure" from the company's original plans.

According to Richard Sonnenfeldt, RCA's vice president in charge of the video-disk project, the development of a new stylus for the player has enabled the density of the grooves on the 12-inch disks to be increased from 5,000 to 10,000 per inch. Thus, the amount of programming that can be recorded on the disks is now two hours instead of one.

The second development involves the process by which the programming material is recorded on the disks. Previously, the company had used a complex and expensive electron beam system to etch the program information on a disk coated with metallic, di-electric and lubricating substances. Last month a new electro-mechanical system was completed that eliminates the coating process, making the manufacturing process for video disks similar to that for audio disks (records). The company still plans to use its disk

"caddie," which would protect the disk until it is actually inserted in the player.

RCA has never publicly announced a target date for completing the video disk system and Mr. Sonnenfeldt would not comment on what effect the new procedures may have on the development timetable. But he said pilot production of the one-hour, coated disks at the company's Indianapolis plant has been halted, and research and development of the new format will intensify both in Indianapolis and at the company's laboratories in Princeton, N.J. A company spokesman said the basic goals for the system—that it sell for \$400 or less and that it be supported by an adequate programming library—still must be achieved before the company decides whether to market it.

## New Betamax units unveiled by Sony

**Innovations include 'auto-search' for preselection of programming; company also announces price cuts**

Sony has expanded its Betamax videocassette line for industrial and educational markets, introducing a portable player, a portable recorder/player and a portable production unit.

Also introduced was an "auto search" accessory for the players which allows users to automatically cue up preselected segments of a tape with a hand-held, push-button control unit. Sony executives said the automatic search device will "undoubtedly become standard with all video equipment in the future," although there are no announced plans to introduce it as an accessory on the company's consumer Betamax line.

The search control device, called the RM 300, is now available only with the new SLP-300 player for "institutional" users, both of which sell together for about \$1,600. Also new is the SLO-320 player/recorder, for \$1,475, (which will be available in November with an RM 300 unit as an optional accessory) and a SLO 340 portable production unit (also to be available in November at an unannounced price). With the introduction of these machines, Sony's existing institutional Betamax units, the SLP-100 player and the SLO 260 recorder/player, have been reduced in price from \$1,150 to 1,050 and from \$1,495 to \$1,345, respectively. All Betamax tapes are playable on any of the machines.



The new Sony Betamax with RM 300.

## British firm enters U.S. frame-store race

**Quantel markets its DFP 5,000 via Micro Consultants at a basic price of \$65,000**

Quantel Ltd., a British electronics firm, and Micro Consultants of California have announced plans to market Quantel's digital frame-store processor for video special effects in the U.S. Two DFP 5,000 units already have been sold to ABC-TV, and Columbia Pictures Industries has bought one for use in its Editel post-production house in Los Angeles.

The Quantel processor was first demonstrated in private sessions at the National Association of Broadcasters convention in Washington last March. R. LaVerne Pointer, vice president of broadcast engineering for ABC, said the device, like the digital frame-store units displayed at the NAB by Vital Industries and Grass Valley, allows manipulation of an entire picture frame for post-production effects not previously possible.

Micro Consultants said its unit includes stop motion, pan, tilt, zoom-in and zoom-out (from full size to zero) and other special effects capabilities.

The basic unit sells for \$65,000, but with noise reduction and expansion options, which all the early customers are ordering, it sells for \$125,000. Delivery on new orders is to begin next June.

## EIA group to China

At the invitation of the China National Machinery Import and Export Corp., eight U.S. engineers and representatives of equipment manufacturers are scheduled to begin today (Aug. 8) a 10-day stay in Peking. Satellite discussions are the object of the visit.

The U.S. representatives, traveling under the auspices of the communications division of the Electronic Industries Association, are to present a seminar, as well as meet with Chinese officials and visit manufacturing and operating telecommunications facilities. EIA sponsored a similar meeting in the People's Republic of China two summers ago.

Those slated for the trip: Sidney Topol, president, Scientific-Atlanta Inc. and EIA communications division chairman; Carl Faflick, vice president, engineering, GTE International Systems Corp.; Paul Visher, vice president and assistant group executive, space and communications group, Hughes Aircraft Co.; James Hillier, executive vice president and senior scientist, RCA Corp.; Thomas Campobasso, executive vice president, Collins Radio International Inc.; David Leeson, president and chairman, California Microwave; Frank Barnes, senior vice president, product group manager, telecommunications equipment and systems, ITT Corp., and John Sodolski, vice president, communications division, EIA.

# The Broadcasting Playlist Aug 8

## Contemporary

Last week	This week	Title □ Artist	Label
1	1	<i>I Just Wanna Be Your Everything</i> □ Andy Gibb	RSO
2	2	<i>Undercover Angel</i> □ Alan O'Day	Pacific/Atlantic
3	3	<i>I'm in You</i> □ Peter Frampton	A&M
7	4	<i>Higher and Higher</i> □ Rita Coolidge	A&M
6	5	<i>Best of My Love</i> □ Emotions	Columbia
5	6	<i>Do You Wanna Make Love</i> □ Peter McCann	20th Century
4	7	<i>Da Doo Ron Ron</i> □ Shaun Cassidy	Warner Bros.
9	8	<i>You Made Me Believe in Magic</i> □ Bay City Rollers	Arista
8	9	<i>Looks Like We Made It</i> □ Barry Manilow	Arista
10	10	<i>Whatcha Gonna Do</i> □ Pablo Cruise	A&M
12	11	<i>Margaritaville</i> □ Jimmy Buffet	ABC
13	12	<i>Easy</i> □ Commodores	Motown
18	13	<i>You and Me</i> □ Alice Cooper	Warner Bros.
11	14	<i>My Heart Belongs to Me</i> □ Barbra Streisand	Columbia
17	15	<i>Just a Song Before I Go</i> □ Crosby, Stills & Nash	Atlantic
15	16	<i>Knowing Me, Knowing You</i> □ Abba	Atlantic
19	17	<i>Handy Man</i> □ James Taylor	Columbia
20	18	<i>Float On</i> □ Floaters	ABC
14	19	<i>Barracuda</i> □ Heart	Portrait/CBS
22	20	<i>Don't Stop</i> □ Fleetwood Mac	Warner Bros.
28	21	<i>Christine Sixteen</i> □ Kiss	Casablanca
23	22	<i>Black Betty</i> □ Ram Jam	Epic
26	23	<i>How Much Love</i> □ Leo Sayer	Warner Bros.
33	24	<i>Smoke from a Distant Fire</i> □ S. Townsend	Warner Bros.
38	25	<i>You're My World</i> □ Helen Reddy	Capitol
32	26	<i>Give a Little Bit</i> □ Supertramp	A&M
25	27	<i>Lonely Boy</i> □ Andrew Gold	Asylum
21	28	<i>Dreams</i> □ Fleetwood Mac	Warner Bros.
27	29	<i>Feels Like the First Time</i> □ Foreigner	Atlantic
16	30	<i>Angel in Your Arms</i> □ Hot	Big Tree/Atlantic
29	31	<i>Ariel</i> □ Dean Friedman	Lifesong
36	32	<i>Theme from "Star Wars"</i> □ London Sym.	20th Century
35	33	<i>Swaying to the Music</i> □ Johnny Rivers	Big Tree
39	34	<i>Telephone Line</i> □ Electric Light Orchestra	United Artists
40	35	<i>Strawberry Letter 23</i> □ Bros. Johnson	A&M
47	36	<i>On and On</i> □ Stephen Bishop	ABC
43	37	<i>That's Rock 'n' Roll</i> □ Shaun Cassidy	Warner Bros.
42	38	<i>Signed, Sealed and Delivered</i> □ Peter Frampton	A&M
30	39	<i>Jet Airliner</i> □ Steve Miller Band	Capitol
46	40	<i>Jungle Love</i> □ Steve Miller Band	Capitol
48	41	<i>Cold as Ice</i> □ Foreigner	Atlantic
31	42	<i>Theme from "Rocky"</i> □ Bill Conti	United Artists
-	43	<i>Theme from "Star Wars"</i> □ Mecca	Millennium
37	44	<i>Got to Give It Up</i> □ Marvin Gaye	Tamla/Motown
34	45	<i>Life in the Fast Lane</i> □ Eagles	Elektra
50	46	<i>Edge of the Universe</i> □ Bee Gees	RSO
24	47	<i>It's Sad to Belong</i> □ England Dan & John Coley	Big Tree
-	48	<i>Keep It Comin' Love</i> □ K.C./Sunshine Band	TK
49	49	<i>I Don't Love You Anymore</i> □ Teddy Pendergrass	Phil. Int'l
-	50	<i>Don't Worry Baby</i> □ B.J. Thomas	MCA

## Playback

**More from Miller.** As *Jet Airliner* (Capitol) moves down "Playlist," *Jungle Love*, another from Steve Miller Band, is moving up. After two weeks on the chart, this single from the *Book of Dreams* LP rates a bolt at 40. Co-written by Steve Miller and band-member Lonnie Turner, this "rocker" is "going to be a smash ... number one," according to Mike Shannon of WRAW(AM) Reading, Pa. **And from K.C. et al.** Also on his hit list: K.C. and the Sunshine Band's third single—*Keep It Comin' Love*—from the *Part 3* LP on the TK label. *Keep It* follows singles *Shake Your Booty* and *I'm Your Boogie Man*, which both reached number two on "Playlist." **Contrary opinions.** The Bee Gees are back with *Edge of the Universe* (moves to 46 this week) from their latest album *Here at Last—Live* (RSO/Polydor). Music directors Mark Laurence of WGUW(AM) Bangor, Me., and Steve York of WAUG(AM) Augusta, Ga., predict this one "is going to be huge." But Dick Thompson of WHOT(AM) Campbell, Ohio, is less sanguine about this live tune: "I don't think it's coming through. But personally, I'd like to see it make it." The Bee Gees last single, *Boogie Child*, was only a mid-charter (it peaked at 23 Feb. 7) while Andy Gibb, brother of Bee Gee Barry Gibb, tops "Playlist" for the second week with his debut single *I Just Wanna Be Your Everything* (RSO). **Watch this space.** Johnny Michaels of Reno's KCBN(AM) singles out *Heaven on the 7th Floor* (RSO) by Paul Nicholas as his choice from among the new records on the horizon. "It's real cute. Great pop hooks. It's a fantasy about a guy meeting a girl on an elevator ... very clever. It has a good chance."

## Country

Last week	This week	Title □ Artist	Label
1	1	<i>It Was Almost Like a Song</i> □ Ronnie Milsap	RCA
19	2	<i>Don't It Make My Brown Eyes Blue</i> □ C. Gayle	United Artists
4	3	<i>I Don't Want to Cry</i> □ Larry Gatlin	Monument
8	4	<i>Ramblin' Fever</i> □ Merle Haggard	MCA
3	5	<i>Rollin' with the Flow</i> □ Charlie Rich	Epic
2	6	<i>I Can't Love You Enough</i> □ Twitty and Lynn	MCA
7	7	<i>Play Born to Lose Again</i> □ Dotts	RCA
9	8	<i>A Song in the Night</i> □ Johnny Duncan	Columbia
21	9	<i>Sunflower</i> □ Glen Campbell	Capitol
10	10	<i>Cowboys Ain't Supposed to Cry</i> □ Moe Bandy	Columbia
-	11	<i>Honky Tonk Memories</i> □ Mickey Gilley	Playboy
6	12	<i>I'm the Only Hell</i> □ Johnny Paycheck	Epic
15	13	<i>A Tear Fell</i> □ Billy "Crash" Craddock	ABC/Dot
-	14	<i>Don't Let Me Be the Last to Know</i> □ Mel Street	Polydor
23	15	<i>In the Jailhouse Now</i> □ Sonny James	Columbia
11	16	<i>Making Believe</i> □ Emmylou Harris	Warner Bros.
-	17	<i>Pledging My Love</i> □ Elvis Presley	RCA
18	18	<i>Till the End</i> □ Vern Gosdin	Elektra
24	19	<i>Southern California</i> □ Jones & Wynette	Epic
-	20	<i>Way Down</i> □ Elvis Presley	RCA
-	21	<i>I've Already Loved You in My Mind</i> □ Conway Twitty	MCA
14	22	<i>Margaritaville</i> □ Jimmy Buffett	ABC
20	23	<i>Country Party</i> □ Johnny Lee	GRT
-	24	<i>Baby, I Love You So</i> □ Joe Stampley	Epic
-	25	<i>That's the Way Love Should Be</i> □ Dave and Sugar	RCA

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played. A indicates an upward movement of five or more chart positions between this week and last.

# Fates & Fortunes

## Media



Rice



Edwards

**Crawford P. Rice**, executive VP of Gaylord and general manager of its KSTW-TV Takoma, Wash., appointed to same post, co-owned WTVT(TV) Tampa, Fla. He succeeds **Eugene B. Dodson**, retiring president of Gaylord, as WTVT(TV) general manager. **Charles L. Edwards**, KSTW-TV assistant general manager-sales manager, succeeds Mr. Rice as VP of parent and general manager of station. **Jack Berning**, assistant general manager-general sales manager, Gaylord Broadcasting's KTVT(TV) Fort Worth, promoted to VP-general manager, succeeding **Jim Terrell**, who is on indefinite leave of absence due to ill health.


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**Continental**  
**Electronics** 

**Ocella Allison**, administrative assistant, succeeds Mr. Berning as assistant general manager.

**Jane C. Dowden**, VP-general manager, WTVC(TV) Chattanooga, named president-general manager.



Dowden



Nelson

**David Nelson**, VP for division services, CBS Television Stations Division, New York, named VP-station manager of owned and operated WBBM-TV Chicago. He was general manager of WCBS(AM) New York before assuming stations division post.

**William M. Dunaway**, VP-general manager, WDEF-TV Chattanooga, named general manager, WBAV-TV Green Bay, Wis.

**Lawrence H. Kirby**, general sales manager, WRC(AM) Washington, joins WSAI(AM) Cincinnati as general manager.

**Tom Kroh**, general sales manager, WCAO(AM)-WXYV(FM) Baltimore, named general manager, WMPS (AM)-WHRK(FM) Memphis. All are Plough Broadcasting stations.

**Lou Rocke**, general sales manager, WSLS-TV Roanoke, Va., named VP-general manager, WDEF-TV Chattanooga. **Donald M. Olson**, general manager, WDEF-AM-FM there, named VP. All are Roy H. Park stations.

**Bill Frank** and **Martin Brantley**, general sales managers, KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore., respectively, named station managers. Both are Chris Craft stations.

**Bill Lemanski**, retail sales manager, WCFL(AM) Chicago, named station manager.

**K.E. (Tony) Burke**, operations manager, KBSC-TV Corona, Calif., named station manager.

**Kathryn Lenard**, who resigned as VP-general manager of RKO Radio Representatives, New York (BROADCASTING, July 18), named director of research, NBC Radio Division there.

**Maureen C. Hathaway**, research director, WWJ-AM-FM Detroit, named to same position, CKLW-AM-FM Windsor, Ont. (Detroit).

**Harry J. Buhler**, industrial relations manager, Continental Graphics, Culver City, Calif., named labor relations administrator West Coast, NBC, Burbank, Calif.

**William T. Abbott**, senior attorney, NBC law department New York, named senior counsel.

**Jocelyn White**, weather reporter, KTHV(TV)

Little Rock, Ark., named promotion manager.

**Bridget Beck**, reporter, WING(AM) Dayton, Ohio, named promotion manager.

**Leon Williamson**, program director, KXLR(AM) North Little Rock, Ark., named general manager, KULM(FM) Columbus, Tex.

**Warren H. Kraetzer**, president-general manager, noncommercial WHYV-TV Wilmington, Del., appointed general manager, noncommercial WSBE-TV Providence, R.I.

**Chris Moseley**, promotion director, WFSB-TV Hartford, Conn., joins WTVJ(TV) Miami as audience promotion manager.

**Gerald Iversen**, director of public relations and development, Morningside College, Sioux City, Iowa, joins noncommercial KWIT-FM there as manager of promotion and development.

**Ernest W. McFarland**, chairman and 41% owner of KTVK(TV) Phoenix, reported in satisfactory condition in hospital there after undergoing brain surgery July 28 for removal of benign tumor. Mr. McFarland, 83, was U.S. senator from Arizona from 1941 to 1953, last two years as Democratic leader in Senate. He also served as chairman of Senate Commerce Committee and was instrumental in 1952 passage of McFarland bill, representing first major overhaul of Communications Act of 1934.

## Broadcast Advertising

**Robert J. Keenan**, director-central sales, CBS-TV, Chicago, named director-national sales, New York, replacing **Sherman Adler**, who was named VP-sales administration last February (BROADCASTING, Feb. 21). **John H. Gray**, account executive with CBS-TV in New York, will succeed Mr. Keenan in Chicago.

**Paul A. Koenigsberg**, marketing-sales promotion project director, Federated Department Stores, Cincinnati, named retail marketing services manager, CBS-Owned Television Stations, New York.

**D. Kyle Felt**, senior VP, Norman, Craig & Kummel, New York, joins Kelly, Nason there as senior VP-management supervisor.

Staff changes, Blair Television: **Robert A. Bishop**, formerly with HR Television, New York, named account executive on ABC Market Division sales team; **Les Einhorn** and **David B. Ferrara**, with Television Advertising Representatives and ABC Spot Sales, Chicago, respectively, named account executives with Blair TV's ABC Red sales team; **Phillip B. Kirk**, sales associate, Blair's Chicago office, added to NBC Blue sales team; **Nancy Cunningham**, previously A.C. Nielsen client sales executive, assigned to Blair Market Division's NBC team. **Wayne Freedman**, sales associate in Chicago, appointed sales executive, Minneapolis.

**Robert J. Hamacher**, Seattle sales manager



for Gaylord Broadcasting's KSTW-TV Tacoma, Wash., promoted to general sales manager, succeeded by **Joseph L. Ryan**, general manager, KHOW(AM) Denver, and VP of its parent, Doubleday Broadcasting.

**Stu Rosenberg**, salesman, RKO Radio Representatives, New York, named national sales manager, RKO-owned KHJ-TV Los Angeles.

**Jay Schimmel**, salesman for Kaiser Broadcasting Spot Sales, Los Angeles, promoted to Western sales manager, succeeded by **Joan Ruthman**, who will move to West Coast from New York office. Mr. Schimmel succeeds **Art Wagner**, resigned.

**Tony Kiernan**, national sales manager, WPLG(TV) Miami, named local sales manager, WTOP-TV Washington. Both are Post-Newsweek stations.

**Pete Rozzell**, creative supervisor, D'Arcy-MacManus & Masius, St. Louis, named assistant advertising manager for Schlitz beer, Jos. Schlitz Brewing, Milwaukee. **James E. Walsath**, account executive, Mace Advertising, Dallas, named Schlitz regional media manager in Milwaukee.

**John J. Gudelanis**, VP-director of media buying services, Wells, Rich, Greene, New York, named media department director of local broadcast, Bozell & Jacobs there.

**Arlene Hoffman**, executive producer, Marsteller, New York, named to newly created position of co-creative director.

**Frank Schapiro**, associate research director, Needham, Harper & Steers, Chicago, named VP.

**Karen Kissane**, senior buyer, Hope Martinez Media, New York, joins Winner Communications advertising there as media director.

**Dick Waller**, VP-account supervisor, Air Time Inc., New York, has assumed additional duties as co-director of corporate account development, sharing responsibilities with **Walter Hart**, VP-account supervisor.

**C. Anthony Wainwright**, president, Wainwright, Smyth & Wright, Chicago, appointed senior VP-general manager of Phoenix office of Grey-North Advertising, Chicago.

**Mary Frances Painter**, national sales representative, HR Television, Dallas, named sales manager of that office.

**John J. Porteous**, general sales manager, KTOP-AM-FM Topeka, Kan., named to same position, WJAR(AM) Providence, R.I.

## Programming



• Baerg

**James M. Baerg**, manager-prime-time program practices, CBS-TV, Los Angeles, appointed director, program clearance, CBS-TV, New York.

**Lew Hunter**, program development director, NBC-TV, Burbank, Calif., named director of motion pictures for television, West Coast.

**Phyllis M. Tucker**, research associate-program research, NBC-TV Burbank, named manager-variety programs, West Coast.

**Alan Ladd Jr.**, president, feature film group, Twentieth Century-Fox Film Corp., elected to company's board of directors.

**Scott Moger**, advertising consultant for Warner Bros. Television, joins Columbia Pictures Pay Television, New York, to head advertising and publicity.

Newly appointed management team, announced in operations reorganization of Tape-Athon, manufacturer of broadcast and commercial background music systems, Inglewood, Calif.: **Wally Rubin**, sales VP, named executive VP-director of sales/marketing division; **Robert Mayfield**, from Tape-Athon's broadcast syndication division, Cavox Stereo Productions, named national sales manager; **Joe E. Otis**, engineering director, Shulke Radio Products, joins as director of audio products division; **Robert Haller**, from Tel Autograph, manufacturer of facsimile products, joins as director of operations division, and **Bernard Sayers**, project engineer for Bouse Manufacturing, joins as director of engineering division.

**Glenn Padnick**, from law firm of O'Melveny & Myers, Los Angeles, joins TAT Communications and Tandem Productions there as VP-legal affairs.

## Broadcast Journalism

**Claude Hippeau**, managing director of South American operations for UPI in Buenos Aires, named VP-general manager for Latin America.

**Don Kladstrup**, reporter, CBS News, New York, and **Harold Dow**, reporter, CBS News, Los Angeles, named correspondents. Mr. Kladstrup will be reassigned to Los Angeles bureau in September, replaced in New York by Los Angeles correspondent **Richard Wagner**. **Susan Peterson**, reporter, CBS's London bureau, named correspondent there.

**Bob Coker**, correspondent, Mutual Broadcasting System, Washington, joins ABC News, New York, as correspondent for American Contemporary Radio.

**Marcia C. Stein**, manager-information services, CBS News, New York, promoted to associate director, information services.

**Frank Deaner**, assistant news director, WKYT-TV Lexington, Ky., named news director, WSBT-AM-TV and WWJY(FM) South Bend, Ind.

**Jacqui Mullen**, Charleston, W.Va., news bureau chief, WOWK-TV Huntington, W.Va., promoted to news director.

**Thomas J. Borgerding**, assistant news director, WFPB(AM)-WPBF(FM) Middletown, Ohio, named news director, succeeded by **James M. Barrett**, reporter.

**Dustin Moody**, reporter-anchor-assignment editor, KIEM-TV Eureka, Calif., promoted to news director.

**Judd Everhart**, assistant news director, WLAD-AM-FM Danbury, Conn., named news director.

**Chris Nolte**, reporter, WLBC-AM-FM Muncie, Ind., named news director, WBNO-AM-FM Bryan, Ohio.

**Harold Greene**, newscaster, KGTW(TV) San Diego, joins KPFX(TV) San Francisco as anchor-man.

**Paul Giacobbe**, reporter, *Providence (R.I.) Journal-Bulletin*, joins WJAR-TV there as investigative reporter.

**Kenan Block**, reporter, KEVN-TV Rapid City, S.D., named to same position, KGGM-TV Albuquerque, N.M.

**Jan Ryan**, reporter, WSB-TV Atlanta, named co-anchor of evening newscasts, WTVN-TV Columbus, Ohio.

**Ron Zappolo**, sports anchorman, WTTG(TV) Washington, joins KOA-TV Denver in same post.

## Equipment & Engineering



Lenfest

**George C. Lenfest**, director of station operations, NBC-owned television stations, New York, appointed VP-operations and engineering for the network's owned TV stations.

**Steven K. Moreen**, engineering supervisor, WOWO(AM) Fort Wayne, Ind., promoted to chief engineer.

**Pat Bohana**, in marketing and sales support activities for Scientific-Atlanta, Atlanta, promoted to Western regional representative in new San Jose, Calif., office. **Patricia A. Rooney**, in secretarial and administrative positions for S-A's cable communications division, promoted to sales coordinator in that division.

**George Chao**, assistant VP, Bank of Canton of California, San Francisco joins National Semiconductor, Santa Clara, Calif., as tactical marketing manager, microprocessor group. **Martin Saso**, distributor sales manager, Los Angeles area, appointed linear marketing distribution manager.

**Joe Hannigan**, engineering supervisor, WKBS-TV Philadelphia, named chief engineer, KBCS-TV Corona, Calif.

**Les Hunt**, senior field engineer, Memorex Corp., Santa Clara, Calif., joins Videomax Inc. there as manager, Northeast region.

**Charles Hallinan**, past president and founding member of Society of Broadcast Engineers, joins Southern Tier Broadcasters, licensee of WKOP(AM) Binghamton, N.Y., as director of engineering.

## Allied Fields

**Alan Smith**, director of special projects for Broadcast Music Inc., New York, and formerly NBC managing editor-associate producer of *Today*, named VP-licensing, BMI. He succeeds **Robert J. Higgins**, who died June 17 (BROADCASTING, June 20).

**John G. Curren Jr.**, account executive, KXAS-TV Dallas, named to same capacity with Arbitron Co. in Dallas.

**Lincoln M. Furber**, Washington correspondent, Independent Television News Association, appointed to head broadcast journalism program at American University there.

**James Allen Crook**, University of Pennsylvania law school graduate, and **David C. Jatlou**, attorney with Smith & Pepper, Washington, named associates with law firm of Fleischman & Walsh, Washington.

**Ellot P. Wald**, columnist, *Chicago Daily News*, named radio-TV columnist, *Chicago Sun-Times*:

**Fay Gillis Wells**, who retired as White House correspondent for Storer Broadcasting on June 30 (BROADCASTING, July 4, 18), is now vice president-executive director of Jonathan Stone Ltd., investor in citrus properties and agro-industries. Mrs. Wells will have offices in both Lakeland, Fla. (P.O. Drawer 3709, Lakeland 33801) and Washington (2601 Woodley Place, N.W., 20008).

## Deaths

Body of **Hart N. Cordozo Jr.**, 50, chairman, Communications Properties Inc., station group based in Dellwood, Minn., was found in plane wreckage in Alaska Aug. 1. He had been missing since last May. CPI owns radio stations in Iowa, Michigan, North Dakota and Wisconsin. He is survived by his wife, Diane, and five children: Sally, Hart III, Michael, Katherine and Caroline.

**Robert R. Thomas Jr.**, 64, owner-general manager, WOAY-AM-FM-TV Oak Hill, W.Va., died July 15 of heart attack. Mr. Thomas founded

WOAY-AM-FM in late 1940's and TV in 1954. He is survived by his wife, Helen, three sons and two daughters.

**Gary Francis Powers**, 47, pilot-reporter for KNBC(TV) Los Angeles, and **George Spears**, 43, station cameraman, died Monday (Aug. 1) in crash of KNBC's helicopter at Van Nuys, Calif. They had been covering California brush fires by air since preceding Wednesday. Mr. Powers, as U2 pilot for Central Intelligence Agency, was center of international incident in 1960 when shot down in Soviet Union by Russians. Convicted of spying there, he served 21 months in prison before being released in American-Russian prisoner exchange. He joined KNBC year ago. Mr. Powers is survived by his wife, Sue; son, Gary, and daughter, Dee. Mr. Spears, who also joined station year ago, after 12 years with WGN-TV Chicago, is survived by his wife, Annette, and three children.

**Russell G. Gast**, 53, VP-partner, Century III Advertising, Omaha, Neb., died of cancer at his home there July 26. Mr. Gast began his career at WOW(AM) Omaha in sales and eventually became general manager. He entered advertising in 1972 and joined Century III in April of this year. He is survived by his wife, Vivian, four sons and two daughters.

**Frank P. Caito**, 59, deputy chief of U.S. Information Agency's field equipment and supply branch, Office of Administration and Management, died after heart attack in Arlington, Va., July 28. Before joining USIA in 1962 he had been engineer with WRIB(AM) and WJAR(AM), both Providence, R.I., and WHDH-TV Boston. Survivors include his wife, Ethel, and three sons, Robert, Kenneth and Alan.

**Ralph C. McClellan**, 61, deputy chief-technical logistics branch, Voice of America, Washington, died July 25 of heart attack. Mr. McClellan, who began his radio career in 1939, joined VOA in 1963 as transmitter-receiver operator and maintenance supervisor at relay station in Greenville, N.C. He went to Washington engineering offices in 1966. He is survived by his wife, Mary Louise, and two daughters.

**Edward F. Flynn**, 63, executive VP-creative services director, Humbert & Jones Advertising, New York, died at his home July 25 after long illness. Mr. Flynn, member of American Society of Composers, Authors and Publishers, spent much of his advertising career writing lyrics for commercial jingles, including award-winning music for Kent cigarette spots 10 years ago. He is survived by his wife, Sally, and two daughters.

# For the Record

As compiled by BROADCASTING for the period July 25 through July 29 and based on filings, petitions and other actions announced by the FCC.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SH—specified hours. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. W—watts. \*—noncommercial.

## New stations

### TV applications

■ Leesburg, Fla.—Sharp Communications Inc. seeks ch. 55 (716-722 mhz); ERP 221.4 kw vis., 56.5 kw aur., HAAT 316 ft.; ant. height above ground 346 ft. P.O. address: Box 799, Leesburg 32748. Estimated construction cost \$217,400; first-year operating cost \$200,000; revenue \$219,000. Legal counsel none; consulting engineer Ronald J. Potaczala. Principals: H. James Sharp (75%), his wife Nancy (20%) and his mother, Mrs. E.R. Sharp (5%). Mr. Sharp is general manager and 25% owner of WLBE(AM) Leesburg. Ann. July 25.

■ Albany, Ga.—Southwest Broadcasting Inc. seeks ch. 19 (500-506 mhz); ERP 640 kw vis., 32.5 kw aur., HAAT 975 ft.; ant. height above ground 1,000 ft. P.O. address: 2700 Palmyra Road, Albany 31702. Estimated

construction cost \$1,240,000; first-year operating cost \$389,050; revenue \$375,000. Legal counsel Wilner & Scheiner, Washington; consulting engineer John W. Hillegas. Principals: James F. Taylor, Maury Klumok and Gayle N. Manley (one-third each). They have various trucking and warehousing interests in Georgia. Ann. July 25.

### AM action

■ Broadcast Bureau granted following CP modification to extend completion time to date shown: KPUG Bellingham, Wash., Oct. 7.

### AM licenses

■ Broadcast Bureau granted following licenses covering new stations: WJAL Conway, S.C. (BL-14,297); WEEO Smithfield, Va. (BL-13,860).

### FM applications

■ \*Marianna, Fla.—Pensacola Christian School seeks 91.1 mhz, 100 kw, HAAT 717 ft. P.O. address: 125 East St. John Street, Pensacola, Fla. 32503. Estimated construction cost \$97,790; first-year operating cost \$25,000. Format: educational. Applicant is religious school. Ann. July 19.

■ Hinesville, Ga.—Hinesville Broadcasting Corp. seeks 92.1 mhz, 3 kw, HAAT 300 ft. P.O. address: Box 820, Reidsville, Ga. 30453. Estimated construction cost \$88,952; first-year operating cost \$62,739; revenue \$90,000. Format: Top 40. Principals: E. Lloyd Kilday Jr., Carl E. Johnson, Ernest Robert Collins, Howard King Moll Jr. and Booker T. Burley Sr. (20% each). Messrs. Kilday and Collins have interests in WTNL(AM) Reidsville, where Mr. Moll is sales manager. Mr. Johnson is Hinesville businessman, and Mr. Burley is Fort Stewart, Ga., city employe. Ann. July 28.

■ \*Chattanooga—Chattanooga State Technical Community College seeks 91.5 mhz, .636 kw, HAAT 946 ft. P.O. address: 4501 Amnicola Highway, Chattanooga 37406. Estimated construction cost \$27,000; first-year operating cost \$18,200. Format: educational. Applicant is state two-year college. Ann. July 19.

■ Concordia, Kan.—Concordia Broadcasting Co. seeks 95.3 mhz, 2.46 kw, HAAT 333 ft. P.O. address: 514 State Street, Concordia 66901. Estimated construction cost \$71,896.75; first-year operating cost \$61,600; revenue \$99,000. Format: MOR. Principals: William P.

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Turney (33 1/3%), chief engineer for KJCK(AM) Junction City, Kan.; Leon E. Johnson (16 2/3%), Randall, Kan., banker; Thaine D. Johnson (16 2/3%), vice president of Oshkosh, Wis., soft drink bottler, and John F. Herbin (33 1/3 %), with Kansas insurance and banking interests. Ann. July 28.

#### FM actions

■ Broadcast Bureau granted following CP modifications to extend completion times to dates shown: KHUI Honolulu, Dec. 1; KFMG Albuquerque, N.M., Dec. 24.

■ \*Monticello, Me., Monticello Community Broadcasting Corp.—Broadcast Bureau granted 106.3 mhz, 3 kw, HAAT 50 ft. P.O. address: Houlton Trust Building, Houlton, Me. Estimated construction cost \$3,800; first-year operating cost \$1,500. Format: variety. Principal: Applicant is nonprofit corporation formed to operate proposed station (BPED-2337). Action July 21.

■ New Lexington, Ohio, Perry County Broadcasting Co.—Broadcast Bureau granted 106.3 mhz, 3 kw, HAAT 300 ft. P.O. address: 246 Fourth St., S.E., Carrollton, Ohio 44615. Estimated construction cost \$800; first-year operating cost \$50,835; revenue \$79,000. Format: C&W, religious. Principals: William Brackney, Milford C. Tackett and James Myer (33-1/3% each). Mr. Brackney owns interest in application for new FM in Jewett, Ohio. Mr. Tackett owns drive-in and works for, as does Mr. Myer, mining-enforcement administration in Ohio (BPH-10,084). Action July 19.

#### FM licenses

■ Broadcast Bureau granted following licenses covering new stations: \*WMTB-FM Emmitsburg, Md. (BLED-1661); WGGN Castalia, Ohio (BLH-6552).

## Ownership changes

#### Applications

■ WJWB(AM) Brooksville, Fla. (1450 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Hunter-Knight Broadcasting Inc. to Community Service Radio Inc. for \$240,000, plus \$35,000 covenant not to compete. Seller is principally owned by William A. Hunter and Philip M. Knight. Mr. Hunter is 38.5% owner of WDOT(AM) Burlington, Vt., and 35% owner of WTMC(AM) Ocala, Fla. Mr. Knight owns 6% of WTMC, as does minor stockholder of H-K, John J. Denning. Buyer is owned by David C. Keister (90%) and Jeffrey L. Hancock (10%). Mr. Keister is also principal owner of WCBK-AM-FM Martinsville, Ind., where Mr. Hancock is sales manager. Ann. July 26.

■ WBG(AM) Chipley, Fla. (1240 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Sunny Hills of Chipley Inc. to R-4 Radio Corp. for \$200,000. Seller is principally owned by William A. Masi, who also owns 10% of WILBI(FM) Newark, N.J. Buyer is owned by Richard D. Ringenwald, organist and choir director of Glenside, Pa., church. He has no other broadcast interests. Ann. July 26.

■ WHBO(AM) Tampa, Fla. (1050 khz, 250 w-D)—Seeks assignment of license from Floradio Inc. to Profit Research Inc. for \$244,000, plus \$50,000 covenant not to compete. Sellers: Bob A. Martin (60%) and Martha A. Boling (40%). They have no other broadcast interests. Buyer is owned by Sidney Walton and his family. Mr. Walton is former radio commentator. Ann. July 26.

■ WDRB-TV Louisville, Ky. (ch. 41)—Seeks transfer of control of Consolidated Broadcasting Co., from J.P. Morgan and others. (100% before; none after) to Minneapolis Star Tribune Co., (none before; 100% after). Consideration: \$6,500,000. Principals: Mr. Morgan, Edgerton Welch and Citizens National Bank of Louisville, as trustee (16% each). Nine others. Buyer, publisher of *Minneapolis Star and Tribune*, also owns KTVH(TV) Wichita, Kan., and company owned by its principals has recently received FCC approval of purchase of WQAD-TV Moline, Ill., (Des Moines Register and Tribune Co.). MSTC is principally owned by John Cowles Jr. and other members of his family. Ann. July 27.

■ WMEX(AM) Boston (1510 khz, 50 kw-D, 5 kw-N)—Seeks assignment of license from Richmond Brothers Inc., to Mariner Communications Inc., for \$2,640,000, plus \$660,000 covenant not to compete. Seller is Richard J. Richmond, administrator of estate of Maxwell E. Richard. He has no other broadcast interests. Buyer is owned by L. Joe Scallan, Elmer L.

Ward Jr., and Herbert H. Hamilton, who have also bought, subject to FCC approval, KBEQ(FM) Kansas City, Mo. Ann. July 29.

■ WSPR(AM) Springfield, Mass. (1270 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from WSPR Inc. to Northeast Communications Corp. for \$412,500, plus \$46,250 covenant not to compete. Sellers: Alan C. Tindal and Kristian Solberg, who have no other broadcast interests. Buyer is owned by Jeffery E. Fisher (40.3%) and five other members of his family. Buyer also owns WFTN(AM) Franklin, N.H., and has bought WABK(AM)-WKME(FM) Gardiner, Me., through subsidiary corp. Richard D. Walsh, 5.8% owner of buyer, also owns 29.7% of WQRC(FM) Barnstable, Mass. Mr. Fisher's father, Alvin B., is retired founding partner of Lang, Fisher & Stashower Inc., Cleveland advertising agency. Ann. July 26.

■ KWRT-AM-FM Boonville, Mo. (AM: 1370 khz, 1kw-D; FM: 99.3 mhz, 3 kw)—Seeks transfer of control of Big Country of Missouri Inc. from Kenneth R. Hodges (51% before; none after) to Richard and Patricia Billings (49% before; 100% after). Consideration: \$162,550. Principals: Mr. Hodges, who is selling his shares as part of divorce settlement, has no other broadcast interests. Mr. and Mrs. Billings have no other broadcast interests. Ann. July 26.

■ KRFS-AM-FM Superior, Neb. (AM: 1600 khz, 500 w-D; FM: 103.9 mhz, 500 w)—Seeks transfer of control of Valley Broadcasting Co. from LeRoy L. Wolfe and others (100% before; none after) to Dennis E. Hull and David Rieck (none before; 100% after). Consideration: \$157,500. Principals: Mr. Wolfe (32%), his brother, Gilbert (27%), and his son, Charles (12%), and William and Marcia Hildebrand (29%). They have no other broadcast interests. Buyers (50% each) have no other broadcast interests. Mr. Rieck is former sales manager of WNB(AM)-WQYT(FM) Binghamton, N.Y., and Mr. Hull is operations manager of KLFM(AM) Ames, Iowa. Ann. July 26.

■ WURL(AM) Winston-Salem, N.C. (1500 khz, 10 kw-D)—Seeks assignment of license from Randolph Properties Inc. to Power Media Communications for \$290,000. Sellers: Warren W. Binion (88%) and his son, Warren S. (12%). They have no other broadcast interests. Buyer is owned by Harrell Powell Jr. (34%), Howard Sisk and Rubin Hicks (33% each). They are general manager, assistant manager and manager, respectively, of WKTE(AM) King, N.C. Mr. Powell is also partner in Winston-Salem law firm and is officer of applicant for new AM at Kernersville, N.C. Ann. July 26.

■ KLPR(AM)-KATT(FM) Oklahoma City (AM: 1140 khz, 1 kw-D; FM: 100.5 mhz, 100 kw)—Seeks assignment of license from Murray Cohen, receiver of SGI Broadcasting Inc. to Sun Broadcasting Co. for \$866,000. SGI, in bankruptcy, is owned by Edwin J. Sossen, who has no other broadcast interests. Buyer is owned by John S. Tyler, former president of Pacific & Southern Broadcasting Co. Mr. Tyler is Dallas broadcast consultant. Ann. July 26.

■ WYXI(AM) Athens, Tenn. (1390 khz, 500 w-D)—Seeks transfer of control of JJ's Broadcasting Co. from John Frew (60% before; none after) to Julia Frew (40% before; 100% after). Consideration: none. Principals: Transfer represents resolution of divorce settlement. Frews have no other broadcast interests. Ann. July 26.

■ WENO(AM) Madison, Tenn. (1430 khz, 5 kw-D, 1 kw-N)—Seeks assignment of license from Central Broadcasting Corp. to Mack Sanders for \$750,000.

Seller: H.C. Young Jr., who also owns 87.5% of WGUS-AM-FM Augusta, Ga., and 75% of WSHO(AM) New Orleans. Buyer (Mack Sanders is professional name of John Bozeman) also owns KFRM(AM) Salina and KICT(FM) Wichita, both Kansas, and KOOO-AM-FM Omaha, Ann. July 26.

■ WMTU-TV Memphis (ch. 30)—Seeks assignment of CP from Christian Broadcasting Network to Evans Broadcasting Corp. for \$35,000. Seller is non-profit religious organization and owner of WYAH-TV Portsmouth, Va.; WHAE-TV Atlanta; KXTX-TV Dallas; WXNE-TV Boston; WBIV(FM) Wethersfield, WEIV(FM) Ithaca, WJIV(FM) Cherry Valley, WMIV(FM) Bristol township, WOIV(FM) DeRuyter, all New York, and WXRI(FM) Norfolk, Va. M.G. Robertson is president. Buyer is owned by Thomas M. Evans and his son Edward (30% each), Jack Petrik (10%) and Mrs. B. Loomis (30%). They also own KDNL-TV St. Louis and are applicants for new TV at Mount Vernon, Ill. Ann. July 20.

■ KZFM(FM) Corpus Christi, Tex. (95.5 mhz, 41 kw)—Seeks transfer of control of Texas Media Group Inc., from Frank J. Gerow and others (51% before; none after) to Arnold Malkan, trustee, (none before; 51% after). Consideration: \$200,000. Principals: Dr. Gerow, Dr. Page Nelson, Dr. Raymond Reid and Joe Glenn Thompson. Remaining stock is owned by Roger H. Stoner, who is not selling. Sellers are also owners of KNIT-AM-FM Abilene, Tex. Buyer is purchasing interest individually and as trustee for his children. He also is principal owner of KEYS(AM) Corpus Christi and of WNOR-AM-FM Norfolk, Va. Ann. July 26.

■ WODI(AM) Brookneal, Va. (1230 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from WODI Inc. to Multi-County Media Inc. for \$146,760. Seller: Graham L. Jones, who has no other broadcast interests. Buyers are Alan L. Soper and his wife, Jeanette. Mr. Soper is salesman with WJMD(FM) Bethesda, Md. Ann. July 26.

■ KEZE(AM) Spokane, Wash (1380 khz, 5 kw-D)—Seeks assignment of license from Bellevue Broadcasters to The Great American Radio Corp. for \$175,000. Sellers: F. Kemper Freeman, Elwell C. Case and Mrs. Florence G. Hayes, who are also selling co-owned KEZE-FM, their only other broadcast holding. Buyer is owned by Brent T. Larson and Rune F. Goranson (50% each). They also own KXA(AM) Seattle. Mr. Larson owns 60% of KAIN(AM) and 100% of KUUZ(FM) both Nampa, Idaho, and 51% of KODL(AM) The Dalles, Ore., and is applicant for new FM at North Bend, Ore. Ann. July 26.

■ KEZE-FM Spokane, Wash. (105.7 mhz, 41 kw)—Seeks assignment of license from Bellevue Broadcasters to Kaye-Smith Enterprises for \$165,000. Sellers: F. Kemper Freeman, Elwell C. Case and Mrs. Florence G. Hayes, who are also selling co-owned KEZE(AM). Buyer is joint venture of Dena Pictures Inc. (80%) and Alexander Broadcasting Co. (20%). K-SE also owns KJR(AM)-KISW(FM) Seattle; KXL-AM-FM Portland, Ore.; KCKN-AM-FM Kansas City, Kan.; KJRB(AM) Spokane, and WUBE-AM-FM Cincinnati. Principals are Mr. and Mrs. Danny Kaye and Mr. and Mrs. Lester M. Smith. Ann. July 26.

■ WVRC(AM) Spencer, W. Va. (1400 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Roane Broadcasting Inc. to MPY Broadcasting Co. for \$160,000. Sellers: Kenneth Monroe (80%) and Charles Marlow (20%). They have no other broadcast interests. Buyer is owned by Darrel R. Young (30%), James E.

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Damron (25%), the Rev. John Powell and Walter E. Tolley (22.5% each). Mr. Young owns Charleston, W. Va., insurance agency. Mr. Dameron is station manager of WSCW(AM) South Charleston, W. Va. The Rev. Powell is pastor of Wadsworth, Ohio, church. Mr. Tolley owns Charleston bookstore. Ann. July 26.

### Actions

■ WAUD(AM) Auburn, Ala. (1230 khz, 1kw-D, 250 w-N)—Broadcast Bureau granted transfer of control of Auburn Broadcasting Co. from Elmer and Elizabeth Salter to Auburn Broadcasting and Communications Co. for \$525,000. Mr. and Mrs. Salter are retiring from broadcasting. They have no other broadcast interests. Buyer is owned equally by Andrew J. Gentry, his wife, Penelope, and Lewis A. Pick Jr. and his wife, Frances. Mr. Gentry is Auburn attorney, and Mr. Pick has various real estate interests there. They have no other broadcast interests (BTC-8362). Action July 22.

■ WLCB-FM Hodgenville, Ky. (106.3 mhz, 3 kw)—Commission granted assignment of license from Lincoln Broadcasting Co. to Mid-Kentucky Radio Corp. for \$130,000. Seller: principal is Joseph W. Myers. Buyers are: Horace and Helen Tabb (jointly), Bill Walters, Holly Skidmore, Moninda D. Coyle (20% each), David and Johanna Willmoth (jointly 10%), Cyrus and Janet Ansary (married, 5% each). Mr. Tabb is chairman of Elizabethtown, Ky., savings and loan. Mr. Walters is WIEL(AM) Elizabethtown general manager. Mr. Coyle is attorney. Mr. Ansary is partner in Washington investment firm. Action July 27.

■ WABK(AM)-WKME(FM) Gardiner, Me. (AM: 1280 khz, 5 kw; FM: 104.3 mhz, 14.5 kw)—Broadcast Bureau granted assignment of license from Abenaki Corp. to Kennebec-Tyron Communications Corp. for \$375,000. Sellers are Bruce Saunders, Jon Lund and Richard Morrell, none of whom has other broadcast interests. Buyer is wholly owned subsidiary of Northeast Communications Corp., owner of WFTN(AM) Franklin, N.H. Principals in Northeast are brothers Jeffrey Fisher, chairman and president; Phillip Fisher, attorney, and Chris Fisher, professor (BAL-9005, BALH-2495). Action July 21.

■ KARR(AM) Great Falls, Mont. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from Greater Montana Broadcasting to Northern Montana Family Radio Inc. for \$180,000. Seller is wholly owned subsidiary of Cummings Communications Corp. (Alan H. Cummings), which owns WRRR(AM) Rockford, Ill., and WNAM(AM) Neenah-Menasha, Wis. Northern Montana is owned by Christian Enterprises Inc., Harold Erickson president. CEI also owns KGVW-AM-FM Belgrade, KURL-AM-FM Billings and KGLE(AM)-KIVE(FM) Glendive, all Montana, and KKIM(AM) Albuquerque, N.M. (BAL-8971). Action July 21.

■ KOPR-FM Great Falls, Mont. (106.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Greater Montana Broadcasting to Sun River Broadcasting for \$135,000. Seller is wholly owned subsidiary of Cummings Communications Corp. (Alan H. Cummings), which owns WRRR(AM) Rockford, Ill., and WNAM(AM) Neenah-Menasha, Wis. Sun River principal is Thomas E. Ingstad, who bought KUDI(AM) Great Falls last year (BROADCASTING, May 31, 1976). Mr. Ingstad also has controlling interest in KXXL(AM)-KKDQ(FM) Grand Forks, N.D., and minority interests (along with brother, Robert E. Ingstad) in KWAD(AM)-KKWS(FM) Wadena and KBMW(AM)-KKWB(FM) Breckenridge, both Minnesota, and KOVC(AM) Valley City, N.D. Robert Ingstad has purchased KGMV(AM) Missoula, Mont., for \$300,000 from Mission Broadcasters Inc., subject to FCC approval (BROADCASTING, Feb. 21) (BALH-2479). Action July 25.

■ WHLQ(FM) Canton, Ohio (106.9 mhz, 27.5 kw)—Broadcast Bureau granted assignment of license from Radio Akron Inc. to Kimochi Corp. for \$415,000 plus \$50,000 covenant not to compete. Seller is owned by Susquehanna Broadcasting Co. (Louis J. Appell trust, 87%, and members of Appell family). Susquehanna owns WKIS(AM) Orlando, Fla.; WQBA(AM) Miami; WLTA(FM) Atlanta; WFMS(FM) Indianapolis; WGBB(AM) Freeport, N.Y.; WHLO(AM) Akron, WLQA(FM) Cincinnati and WLQR(FM) Toledo, all Ohio; WARM(AM) Scranton and WSBA-AM-FM-TV York, both Pennsylvania. Buyer is owned equally by Jack T. Steenbarger and Earle T. Wise, who also own WINW(AM) Canton (BALH-2502). Action July 25.

■ WCDL-AM-FM Carbondale, Pa. (AM: 1440 khz, 5 kw-D; FM: 94.3 mhz, 330 w)—Broadcast Bureau granted assignment of license from Carbondale Broadcasting Inc. to Stainless Broadcasting Co. for \$400,000.

Seller is owned by Robert G. Adams, who has no other broadcast interests. Buyer is owned by Henry J. Guzewicz, who also owns WICZ-TV Binghamton, N.Y., and is principal in Stainless Inc., erector of broadcast towers (BAL-9011 BALH-2500). Action July 25.

■ WCRE(AM) Cheraw, S.C. (1420 khz, 1kw-D)—Broadcast Bureau granted assignment of license from Town and Country Radio Inc. to Orr Broadcasting Inc. for \$207,500. Seller is owned by Theodore J. Gray Jr., who also owns WKDE-AM-FM Altavista, Va.; WRNB(AM)-WRBK(FM) New Bern, N.C.; WTTX-AM-FM Appomattox, Va., and WRHI(AM) Rock Hill, S.C. Mr. Gray also has application pending for new FM at Cheraw. Buyer is owned by Michael G. Orr, general manager of WCRE. He has no other broadcast interests (BAL-9009). Action July 22.

■ WKKR(AM) Pickens, S.C. (1540 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Mark Media Inc. to TGF Broadcasting Co. for \$170,000. Seller, owned by J. Ardell and Remelle K. Sink, also owns WKYK(AM) Burnsville and WCSL(AM) Cherryville, both North Carolina. Mr. and Mrs. Sink also own WKHJ(AM) Holly Hill, S.C., and Mark Broadcast Consultants. Buyer is principally owned by Larry Turner, chief engineer at WKKR, who also has interest in communication service company and in Pickens apparel store (BAL-9016). Action July 21.

## Facilities changes

### TV actions

■ KEPR-TV Pasco, Wash.—Broadcast Bureau granted CP to change ERP to 380 kw; max. ERP 490 kw; ant. height 1200 ft.; change type trans.; change type ant. (BPCT-5033). Action July 25.

■ KIMA-TV Yakima, Wash.—Broadcast Bureau granted CP to change ERP to 324 kw; max. ERP 490 kw; ant. height 970 ft.; change type trans.; change type ant. (BPCT-5034). Action July 25.

### AM actions

■ WSAR Fall River, Mass.—Broadcast Bureau granted CP to make changes in ant. system; change DA-1 and change type trans.; conditions (BP-20,840). Action July 20.

■ WAYS Charlotte, N.C.—Broadcast Bureau granted CP to make changes in nighttime directional pattern and change MEOV's (BP-20,814). Action July 18.

### FM actions

■ \*KRBD Ketchikan, Alaska—Broadcast Bureau granted CP covering changes in ant. system (increase height) (BPED-2507). Action July 22.

■ WQZY Dublin, Ga.—Broadcast Bureau granted mod. of CP to change trans. location to 2.8 miles N.E. of Courthouse on Buckeye Road, Dublin; change trans.; change ant.; make changes in ant. system (decrease height); ERP 3 kw (H&V); ant. height 220 ft. (H&V); remote control permitted; conditions (BMPH-15,175). Action July 19.

■ WKFR-FM Battle Creek, Mich.—Broadcast Bureau granted CP to change trans. location to 40th Street, township Charlestown, Mich.; change studio location to 710 Michigan National Bank Bldg., Battle Creek; operate by remote control from proposed studio site; install new ant.; make changes in ant. system (increase height); ERP 27 kw (H&V); ant. height 370 ft. (H&V); remote control permitted (BPH-9734). Action July 21.

■ WZND Zeeland, Mich.—Broadcast Bureau granted CP to change trans. location/studio location to 1305 96th Ave., Zeeland, Mich.; make changes in ant. system (increase height); ERP 3 kw; ant. height 94 ft. (BPH-10,607). Action July 19.

■ WANB Waynesburg, Pa.—Broadcast Bureau granted mod. of CP to change trans. location to 2.3 miles S.E. of Morrisville near Waynesburg.; change trans.; change ant.; make changes in ant. system (increase height); ERP 550 watts (H&V); ant. height 620 ft. (H&V); remote control permitted (BMPH-15,030). Action July 19.

■ KSXT Walla Walla, Wash.—Broadcast Bureau granted mod. of CP to change trans.; ant.; make changes in ant. system (decrease height); ERP 50 kw (H&V); ant. height 1340 ft. (H&V); remote control permitted (BMPH-15,184). Action July 19.

■ WZUU-FM Milwaukee—Broadcast Bureau granted mod. of CP to change ant.; make changes in ant.

system (increase height); ERP 34 kw (H&V); ant. height 610 ft. (H&V); condition (BMPH-15,141). Action July 18.

## In contest

### Procedural rulings

■ Gaithersburg, Md., AM proceeding: Radio Gaithersburg Inc., Montgomery Communications Inc., Communication Gaithersburg Inc., Montgomery Broadcasting Co., Gaithersburg, 1150 Limited Partnership, Barto Communications Inc., Montgomery County Radio Inc. and Gaithersburg Community Broadcasters Inc., competing for 1150 khz (Docs. 21-219-26)—ALJ John H. Conlin set hearing for Dec. 6 in Washington. Action July 25.

■ Ashland, Ore., FM proceeding: Faith Tabernacle Inc., Kilibro Broadcasting Corp. John D. Feldman, Arthur B. Hogan and Arnold D. Sias, competing for 101.7 mhz (Docs. 21,171-2)—ALJ Lenore G. Ehrig continued hearing scheduled for Sept. 12 to date to be determined. Action July 22.

### Review board decision

■ Suffolk, Va., FM proceeding: Town and Country Radio, Voice of People and Tidewater Sounds, competing for 106.9 mhz (Docs. 20,268-70)—Review board upheld Dec. 16, 1976, decision of Chief ALJ Chester F. Naumowicz Jr. and granted application of Tidewater for new FM station at Suffolk. Action July 14.

## Complaints

■ Total of 6,870 broadcasting complaints from public was received by commission during June, decrease of 10,277 over April. Other comments and inquiries to Broadcast Bureau for June totalled 3,783, increase of 2,119 from previous month. Commission sent 2,107 letters in response to these comments, inquiries and complaints.

## Fines

■ KKUA(AM) Honolulu—Broadcast Bureau notified licensee that it had incurred apparent liability of \$100 for failing to make log entries of tower light observations on various dates. Action July 25.

■ WFBR(AM) Baltimore—Broadcast Bureau ordered licensee to forfeit \$2,000 for broadcasting lottery information. Action July 25.

■ WAIR(AM) Winston-Salem, N.C.—Broadcast Bureau ordered licensee to forfeit \$1,000 for operating during nighttime hours with daytime power on various dates. Action July 20.

## Other actions

■ Commission has denied March 31 request by Wasque Corporation, licensee of WVO1(FM) Tisbury, Mass., for extension of its off-air status and has canceled license and deleted call letters. Action July 27.

■ WCIR-AM-FM Beckley, W. Va.—Broadcast Bureau granted mod. of licenses covering change in corporate name to Southern Communication Corp. (BML-2638, BMLH-584). Action July 14.

## Allocations

### Petitions

■ Garberville, Calif.—Daniel J. Healy, Woodacre, Calif., requests assignment of FM ch. 261A (RM-2923). Ann. July 26.

■ Homestead, Fla.—Radio South Dade Inc., licensee of WQDI(AM) Homestead, requests assignment of FM ch. 239 and substitution of ch. 258 for ch. 238 at Key West, Fla. (RM-2927). Ann. July 26.

■ Clovis, N.M.—Zia Broadcasting Co. requests assignment of FM ch. 298 (RM-2924). Ann. July 26.

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## Cable

### Applications

Following operators of cable TV systems requested certificates of compliance. FCC announced July 26 (stations listed are TV signals proposed for carriage):

- Clinton Cable TV Co., for Clinton, Fairview, Vermillion, all Indiana (CAC-09659-61): Interim authorization for existing operation.
- Tri-City Cable TV Co., for Allegan, Mich. (CAC-09662-3): Interim authorization for existing operation.
- Cable Colorvision, for Laramie, Cheyenne, both Wyoming (CAC-09664-5): Interim authorization for existing operation.
- Gateway Cablevision Corp., for Mohawk, N.Y. (CAC-09666): WKTU Utica, WMHT Schenectady, WTN Albany, all New York; WOR-TV New York; WSBK-TV Boston; WRGB Schenectady; WAST Albany; WPIX New York.
- Laurel Cablevision Co., for Somerset, Pa. (CAC-09667): Certificate of compliance for existing operation.
- MSB Cable TV Inc., for Lexington, Smith, Washington, Knox, Butler, Goshen, all Ohio (CAC-09668-73): WFMT-TV Youngstown, WNEO-TV Alliance, both Ohio; WJKW-TV, WKYC-TV Cleveland; WUAB Lorain, Ohio; WVIZ-TV Cleveland; WPGH-TV, WQED Pittsburgh; WEWS Cleveland; WKBN-TV, WYTV Youngstown; WJAN Canton, Ohio; WAKR-TV, WCOT-TV Akron, Ohio; WOTF Cleveland.
- Chattanooga Cable TV Co., for Lookout Mountain, Ga.; Lookout Mountain, Ridgeside, both Tennessee (CAC-09674-6): WRCB-TV, WTVC, WDEF-TV, WRIP-TV, WTCI Chattanooga; WCLP-TV Chatsworth, Ga.; WTCG, WHAE-TV, WXIA-TV, WAGA-TV, WETV Atlanta; WGTW Athens, Ga.
- Fort Hill Cable TV Inc., for Seneca, Clemson, Walhalla, all South Carolina (CAC-09677-9): WFBC-TV Greenville, S.C.; WSPA-TV Spartanburg, S.C.; WLOS-TV Asheville, N.C.; WAIM-TV Anderson, S.C.; WNTV Greenville; WUNF-TV Asheville; WGG5-TV Greenville; WHAE-TV, WTCG, WSB-TV, WAGA-TV, WXIA-TV Atlanta; WGTW Athens, Ga.
- MBS Cable TV Inc., for Wayne, Paris, both Ohio (CAC-09680-1): WSTV-TV Stuebenville, Ohio; WTRF-TV Wheeling, W.Va.; KDKA-TV, WTAE-TV, WHC-TV, WQED Pittsburgh; WNEO-TV Alliance, Ohio; WOUF-TV Cambridge, Ohio; WUAB Lorain, Ohio; WPGH-TV, WQEX Pittsburgh.
- New England Cablevision Inc., for Rochester, N.H. (CAC-09682): WGBH-TV, WBZ-TV, WCVB-TV Boston; WCSH-TV Portland, Me.; CKSH-TV Boston; WMTW-TV Poland Spring, Me.; CKSH-TV Sherbrooke, Que.; WCBW Augusta, Me.; WENH-TV Durham, N.H.; WGAN-TV Portland; WSBK-TV Boston; WMUR-TV Manchester, N.H.
- Yough TV Co., for Friendsville, Accident, both Maryland (CAC-09683-6): Interim authorization for existing operation.
- General Electric Cablevision Corp., for Biloxi, Ocean Springs, North Biloxi, Keesler AFB, all Mississippi (CAC-09685-9): Interim authorization for existing operation.

- Glenwood Cable TV, for Glenwood Springs, Colo. (CAC-09690): Interim authorization for existing operation.
- Cable TV of Durango Inc., for Durango, Colo. (CAC-09691): Interim authorization for existing operation.
- Salida Cable TV, for Salida, Colo. (CAC-09692): Interim authorization for existing operation.
- Glenwood Cable TV, for Glenwood Springs, Colo. (CAC-09693): Interim authorization for existing operation.
- Alamosa Cable TV, for Alamosa, Colo. (CAC-09694): Interim authorization for existing operation.
- Community Communications Inc., for Leadville, Colo. (CAC-09695): Interim authorization for existing operation.
- Community Communications Inc., for Monte Vista, Colo. (CAC-09696): Interim authorization for existing operation.
- Vernal Cable TV, for Vernal, Utah (CAC-09697): Interim authorization for existing operation.
- International Cable Television Corp., for Upland, Glendora, La Verne, Muscoy, Ranch Verde, San Dimas, all California (CAC-09698-704): Interim authorization for existing operation.
- Nationwide Cablevision Inc., for Pomona, Calif. (CAC-09705): Interim authorization for existing operation.
- TV Power of North County Inc., for Oceanside, Camp Pendleton, both California (CAC-09706-7): Interim authorization for existing operation.
- First National Bank and Trust Co. of McAlester Inc., for Anadarko, Okla. (CA-C09708): WTCC Atlanta; WYAH-TV Portsmouth, Va.; to delete: KXTX-TV Dallas. KTVT Fort Worth.
- Valparaiso Communications System, for Valparaiso, Fla. (CAC-09709): WTCC Atlanta.
- Liberty TV Cable Inc., for Port Neches, Groves, Nederland, Pear Ridge, Lakeview, Griffing Park, all Texas (CAC-09710-15): WYAH-TV Portsmouth, Va.
- Teleprompter of Santa Cruz, for Santa Cruz, Scotts Valley, both California (CAC-09716-8): Interim authorization for existing operation.
- Ceracche TV Corp., for Candor, Newark Valley, Ithaca, Caroline, Cayuga Heights, Dryden, Ithaca, Lansing, Newfield, Ulysses, Danby, Enfield, Newark Valley, Candor, all New York (CAC-09719-32): Interim authorization for existing operation.
- UA Columbia Cablevision of N.J., for Paramus, N.J. (CAC-09733): WCBS-TV New York, WBTB-TV Newark, N.J.; WPIX, WNEW-TV New York; WLIW Garden City, N.Y.; WABC-TV, WNYE-TV, WOR-TV, WNYC-TV, WNBC-TV New York; WNJU-TV Linden, N.J.; WXTV Paterson, N.J.; WNET Newark, WPHL-TV, WTAF-TV Philadelphia; WNJM Montclair, N.J.
- Liberty TV Cable Inc., for Orange, West Orange, Pinehurst, all Texas (CAC-09734-6): WYAH-TV Portsmouth, Va.
- Cablevision Systems Long Island Corp., for Bayville, Farmingdale, North Hempstead, Mineola, Roslyn, Oyster Bay, Hempstead, Laurel Hollow, Roslyn Estates, all New York (CAC-09737-45): WSBK-TV Boston; WPHL-TV Philadelphia.

- Cablevision of Augusta Inc., for Columbia, Ga. (CAC-09746): WRDW-TV, WJBF Augusta, Ga.; WEBA-TV Allendale, S.C.; WSB-TV Atlanta; WATU-TV Augusta; WCES-TV Wrens, Ga.; WTCG Atlanta.
- Pinebelt Cablevision Inc., for East Brewton, Brewton, both Alabama (CAC-09747-8): Certificate of compliance for existing operation.
- Johnsburg Community Inc., for Johnsburg, Pa. (CAC-09749): Interim authorization for existing operation.
- Buena Vista Telecommunications Inc., for Los Angeles (CAC-09750): XETV Tijuana, Mexico; XHBC, XTLAQ Mexicali, Mexico; XEIP, XEQ, XEW, XHDF, XEX, XTLGC, XHTV, XHTM Mexico City; KNXT, KNBC, KTLA, KABC, KHJ, KTTV, KCOP, KWHY, KVCR, KCET Los Angeles; KHOF San Bernardino, Calif.; KMEX Los Angeles; KLXA Fontana, Calif.; KBSC Corona, Calif.; KLCS Los Angeles.
- Cable Vision Inc., for St. Louis, Mich. (CAC-09751): WEYI-TV Saginaw, Mich.; WNEM-TV Bay City, Mich.; WCMU-TV Mt. Pleasant, Mich.; WJRT-TV Flint; WKAR-TV East Lansing; WKBD-TV Detroit, WOTV Grand Rapids, Mich.; WJIM-TV Lansing, Mich.; WUCM-TV University Center, Mich.
- Cablevision of New Jersey, for New Milford, Tenafly, Cresskill, Dumont, all New Jersey; Yonkers, N.Y. (CAC-09752-6): WSBK-TV Boston; to delete: WPHL-TV Philadelphia.
- Windber Cable TV, for Windber, Pa. (CAC-08757): Certificate of compliance for existing operation.
- Windber Cable TV, for Scalp Level, Paint, both Pennsylvania (CAC-09758-60): Certificate of compliance for existing operation.
- Adams-Croyle Cable TV, for Adams, Croyle, both Pennsylvania (CAC-09761-2): Certificate of compliance for existing operation.
- Cable Communications Systems Inc., for Clinton, Graceville, Wheaton, Lake Valley, all Minnesota (CAC-09763-6): KDLO-TV Florence, S.D.; KXJB-TV Valley City, N.D.; WCCO-TV Minneapolis; WDAY-TV Fargo, N.D. KCMT Alexandria, Minn.; KABY-TV Aberdeen, S.D.; KWCM-TV Appleton, Minn.; KTHI-TV Fargo; WTCN-TV Minneapolis; KFME Fargo; KMSP-TV St. Paul.
- UA Columbia Cablevision, for Hackensack, Glen Rock, both New Jersey (CAC-09767-8): WCBS-TV New York; WJIM Montclair, N.J.; WPIX, WNEW-TV New York; WLIW Garden City, N.Y.; WABC-TV, WNYE-TV, WOR-TV, WNYC-TV, WNBC-TV New York; WBTB-TV Newark, N.J.; WXTV Paterson, N.J.; WNET Newark; WPHL-TV, WTAF-TV Philadelphia; WNJU-TV Linden, N.J.
- Texas Lakes Cablevision Inc., for Gun Barrel City, Tex. (CAC-09769): WFAA-TV, KDFW-TV Dallas; KZAS-TV Fort Worth; KERA-TV Dallas; KLTU Tyler, Tex.; KWTX-TV Waco, Tex.; KCEN-TV Temple, Tex.; KTVT Fort Worth; KXTX-TV Dallas.
- Crane Cablevision Co., for Crane, Tex. (CAC-09770): KOSA-TV Odessa, Tex.; KMID-TV Midland, Tex.; KERA-TV Dallas; KMOM-TV Monahan, Tex.; KTVT Fort Worth; KXTX-TV Dallas.
- Cablevision Systems Suffolk Corp., for Lindenhurst, Babylon, both New York (CAC-08771-2): WSBK-TV Boston; to delete: WPHL-TV Philadelphia.

### Certification actions

- CATV Bureau granted following operators of cable TV systems certificates of compliance: Montague Cable Co., for Montague, N.J. (CAC-06786); Clear Vision TV Co. of Kosciusko, for Kosciusko, Miss. (CAC-07839); Teleprompter Florida CATV Corp., for Plantation, Fla. (CAC-08059); Telecab Associates Inc., for Lafayette, La. (CAC-08094); Tele-Media Co. of Lake Erie Inc., for Conneaut, Ohio (CAC-08420); Sammons Communications Inc., for Petersburg, Colonial Heights, both Virginia (CAC-08434,6); Teleprompter Cable Communications Corp., for Quay, N.M. (CAC-08438); Lockhart Cable TV Services Inc., for Lockhart, Tex. (CAC-08469); General Electric Cablevision Corp., for Grandville, Mich. (CAC-08481); Warner Cable of Yazoo City, for Yazoo City, Miss. (CAC-08487); Warner Cable of Lambert, for Lambert, Miss. (CAC-08489); Orange CATV Inc., for Orange, Tex. (CAC-08714); Orange CATV Inc., for West Orange, Pinehurst, both Tex. (CAC-08715-6); Liberty-Dayton CATV Inc., for Liberty, Tex. (CAC-08717); King Community Television Co., for Port Neches, Groves, Nederland, Pear Ridge, Lakeview, Griffing Park, all Texas (CAC-08718-23).

## Summary of broadcasting

### FCC tabulations as of June 30

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,474	6	22	4,502	46	4,548
Commercial FM	2,857	1	79	2,937	148	3,085
Educational FM	873	0	30	903	88	989
Total Radio	8,204	7	131	8,342	280	8,622
Commercial TV	721	1	3	725	46	771
VHF	513	1	0	514	8	522
UHF	208	0	3	211	38	249
Educational TV	242	3	13	258	6	264
VHF	93	1	7	101	2	103
UHF	149	2	6	157	4	161
Total TV	963	4	16	983	52	1,035

\*Special temporary authorization

\*\*Includes off-air licenses

# Classified Advertising

See last page of Classified Section for rates, closing dates, box numbers and other details.

## RADIO

### HELP WANTED MANAGEMENT

**Community Club Awards (CCA)** Radio/TV/News-paper Promotion. Require 3 resident sales managers (Texas/South-East/West-Coast). Full-time travel (Monday through Friday). Salary, commission, incentives provide unlimited earnings opportunity. Availability, background, references, first letter. No phone calls. Box No. 151, Westport, CT 06880.

**General Manager**, Chicago northern suburban station. Heavy in local sales. Reply Box 1-75.

**Manager Needed** for Kentucky small market station. Sales experience necessary. Phone 615-794-3799.

**Sales Manager**, Southeastern medium market, top rated MOR, group owned, good sports area. Salary, commission, over ride, car, good benefits. Must be professional street salesperson. Box J-15.

**We are building** a new AM radio station in the Southwest. The market is good, the potential is great and we need the right general manager to grow with us. Write Box J-16.

**Radio Help Wanted**—Farm Director for full-time AM and FM in Central Virginia locality. Contact WINA Radio, Box 1230, Charlottesville, VA 22902. An Equal Opportunity Employer.

### HELP WANTED SALES

**Learn To Sell** at a professional Midwest radio station. Box H-107.

**Experienced Local Sales** person to assume top local-regional account list for a No. 1 Adult Contemporary station in a major Ohio market. E.O.E. Send resume to Box 1-56.

**WVLD AM & WLGA FM** are looking for qualified Sales & Production people. 3 possible openings. Resume accepted, no calls. PO Box 1529, Valdosta, GA 31601.

**Radio Sales Person**—Golden opportunity for radio sales person with minimum 2 years experience. East Coast Florida 100,000 watt Contemporary number 1 station needs self starter to build on established list. Future management possibilities. Call Jim Lord or Randy Millar 305-464-1400 or send all info to WOVP PO Box 3192, Fort Pierce, FL 33450. An Equal Opportunity Employer.

**Bridgeports Newest** and most powerful station (AM) expanding rapidly. Immediate opening for experienced aggressive salespeople. Salary plus commission. Rush resume to Mr. Farina, WDJZ, 39 Salt St. Bridgeport CT 06605. Or call 203-335-2544.

**Radio Sales/Play by Play** person. Fine opportunity for aggressive experienced pro at No. 1 station in Northern Vermont. Call Ed Stone, Burlington, VT 802-655-0250.

**Sales Manager** for Midwest daytimer. Real opportunity for someone qualified with experience. Send resume to Vern Olson, KOAK, Red Oak, IA 51566.

**Experienced Salesperson** for Contemporary AM. Good opportunity. Resume to WKXY Box 2500, Sarasota, FL 33578.

**St. Simons Island**, Sea Island, Jekyll Island, and Brunswick, Georgia. Professional sales person wanted. Male or Female. Immediate opening. Must have at least one year on the street experience. Take over established list and make it grow. WGIG, Contemporary and WSBI FM, Stereo Beautiful Music, 801 Mansfield Street, Brunswick, GA 31520. 912-265-3870, Alan R. Bishop.

**Wanted young announcer-salesperson**. Ready for start, running studio in adjoining town. Sales, news, copy, announcing. Gal or guy who is versatile. Send full details to: Allen Embury, WKXX, P.O. Box 327, Pana, IL. No Calls. Only Midwest applicants, please.

**Wanted ... Experienced Broadcast Salesperson**. References thoroughly checked. Salary and good account list for right person. Contact Jerry McKeown, WFMA-WCEC, Rocky Mount, NC 919-442-3108.

**Professional Double A**, baseball team in Southern City, is seeking an assistant to GM. Must be sales minded and do radio play-by-play. Will be charged with packaging, selling, producing. 140 game schedule for 78 season. Will also be assistant GM and be capable of coordinating season ticket sales, program and fence advertising. This is your chance to enter the challenge of pro sports. Hard work, desire and burning desire for baseball, are essential. Send resume to: Mr. Fyffe, P.O. Box 591, Paintsville, KY 41240.

### HELP WANTED ANNOUNCERS

**KPOW-AM Powell** is now taking applications. First Tickets only. Write Program Director, KPOW, Box 968, Powell, WY 82435.

**Don't waste my time** or yours if you're not willing to work. Must have 1st class license, 2 years on air experience, ability for communication and production. E.O.E. Call 512-578-9271 or 578-6771 between 11am and 3pm CDT. Ask for Mr. Boutin.

**Creative, Strong Jock** for top-rated major Ohio Adult Contemporary station. Superior production a must. E.O.E. Contact Box 1-55.

**Texas FM where weekends** can't be spent on the Gulf Coast seeks MOR announcer who knows music. Medium market offering growth opportunity. Box I-94.

**Wanted a modern country** announcer and production. Some sales if desired. Contact Les Woodie, WKDE AM-FM, P.O. Box 512, Altavista, VA 24517.

**Immediate Opening** for experienced DJ with production/copy background. Tape and resume to WASA, Harve De Grace, MD 21078. Call 301-939-0800.

**Southwest station seeks** a conscientious announcer for night time country shift. Experience not necessary, but maturity is a must. Send tape and resume to Stan Holden, KGAK Radio, 401 East Coal Ave., Gallup, NM 87301.

**Top rated Illinois C&W** station needs personality jock for full air shift. Experience preferred. Excellent opportunity with good Co. benefits. Send tape and resume to Program Manager, 820 Myers Bldg., Springfield, IL 62701. EOE.

**Announcer/Production person** needed for a growing 5 KW station in the Beautiful Shenandoah Valley of Virginia. Send tape and resume to Tom Manley, WKCY, P.O. Box 1107, Harrisonburg, VA 22801.

**Midwest AM-FM Contemporary** MOR has opening for bright morning air shift personality. Top station in two county market. Young growing company looking for talent with energy. Air check plus resume required. EOE. Send replies to John Coe, WCSM, Box 492, Celina, OH 45822.

**Community-involved** air personality for Connecticut's only Black programmed radio station. Liberal salary and benefits. Send tape and resume to Bob Scott, P.O. Box 309, Windsor, CT 06095.

**Small Market radio** station seeks announcers who wish to learn all aspects of broadcasting. People with background in sales or engineering are encouraged to apply. Min. 3 yrs. exp. Write Box 115, Falls City, NE or phone 402-245-4658, evenings.

**Florida, Soul Production Mgr.** Need radio production manager for Drake-Chenault automated Super Soul format. 1st Ticket desirable. Must be strong on commercial and public service production spots. Send tape, resume and salary requirements to Mike Corbett, WPOM Radio, 4286 Upthegrove Lane, West Palm Beach, FL 33407.

**Alabama Station seeks** announcer. Contemporary Country format. Equal Opportunity Employer. Box J-35.

**Professional Wanted**—Production Director and air show. Med Market. Mid South. Modern Country. Box J-30.

**50,000 watt modern** country WCAW, needs morning man. Tape and resume to Rick Johnson, Box 4318 Charleston, WV 25304.

**First Phone, Announcer** wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. E.O.E. Box D-125.

**Modern Country Station** needs experienced announcer. Send resume & tape to KSOX 345 S. 7th, Raymondville, TX 78580.

**Texas Panhandle City** of 25,000 seeking announcer leading to Music-Program Director for automated MOR station. One year announcing experience. Excellent opportunity. Send tape and resume to KGRO, Box 1779, Pampa, TX 79065. Phone Darrell Sehorn 806-669-6809.

**Immediate opening ... mid day** Top 40 Contemporary jock ... Good working conditions in University town ... Hurry tape & resume to WELK, Box 1294, Charlottesville, VA 22902. EOE.

**Use us to move up**. 10,000 watt KGGF needs MOR/MD evening Jock. Tape and resume to Bill Miller, KGGF, Coffeyville, KS 67337. E.O.E.

**Morning Man**, who can grab an MOR audience in this All-American city of 50,000. At least 3 yrs experience on air, production. Send tape and resume to Rick Roberts, WCEC/WFMA, P.O. 4005, Rocky Mt., NC 27801.

**Cincinnati MOR needs** experienced mature voice to work afternoons/evenings. Good commercial production a must. Send tape and resume to Steve Drake, WLQA, 1223 Central Parkway, Cincinnati, OH 45214. Susquehanna Broadcasting Co. Equal Opportunity Employer.

**Work and Live The Good Life** in Minnesota's 412 lakes playground. Seeking bright, First ticket, production, copy person. We are a six station group. Immediate opening. Send resume and tape to: Manager, KDLM, Box 746, Detroit Lakes, MN 56501.

**Wanted, bright, MOR** morning man, PD ability very helpful. Great PA medium market. Good compensation. Send tape, resume to Ed Burris WLBR/WUFM, Box 1270, Lebanon, PA 17042.

**Announcer/Producer** wanted by large public radio operation. Produce & present concert music and jazz programs. Some public affairs involvement. Excellent knowledge of music and ability to communicate via radio in smooth, authoritative and mature manner required. Should possess good interviewing skills and be competent in general radio program production. B.A.-level degree in Music or Liberal Arts & one year radio experience desirable. Additional experience can be substituted for degree. Salary to \$12,477 plus one month vacation and liberal benefits. Application deadline: September 5, 1977. Resume and air samples demonstrating general announcing and concert music program production capability to: Douglas Brown, Sr. Producer, WOI-AM-FM, Iowa State University, Ames, IA 50011. Equal Opportunity Affirmative Action Employer.

**Live and Work** next to the Rocky Mountains in beautiful Northern Colorado. KUAD AM and FM is looking for qualified broadcasters for production and airwork. If you're good, send your tape and resume attention Greg Scott, Box 117, Windsor, CO 80550.

**Opening for Announcer**—3rd or Announcer—Chief Engineer. 5 KW Station. Call 314-586-8577 person to person for Mgr.

### HELP WANTED TECHNICAL

**Chief Engineer ...** must be familiar with FM stereo computer ... AM/FM operation in the West ... send resumes to Broadcasting Box 1-38.

## HELP WANTED TECHNICAL CONTINUED

**Small Automation Manufacturer** needs qualified engineer for assembly and check out. Excellent location, salary negotiable. Profit sharing and more. Contact Mike Moseman 206-577-1681, 206-577-1683.

**Experienced Chief Engineer:** Fulltime AM, (D), automated FM Class C authority. Must be competitor for No. 1 ratings. Call Cleve Brien, WLSQ Radio, Montgomery, AL, 205-264-6449.

**Chief Engineer.** First Phone, experienced, full maintenance AM FM Automation. Call collect 9 to noon, Manager 301-848-5511.

**Chief Engineer** wanted for AM-FM in the Carolinas. Good pay, excellent benefits. Must have experience. Contact Don Curtis, Box 512, Laurinburg, NC 28352. 919-276-2911. EOE, M/F.

**First Class Engineer-Trainee** Assist. Radio Chief Engineer. Duties will include preventive maintenance, production, installation of new equipment. Call 716-484-9191 or write Trend Broadcasting, Inc. Box 1199, Jamestown, NY.

**Radio Engineer** for five-year old 35KW FM-Stereo public radio station with six studio complex. Qualifications: 3 to 5 years experience in studio maintenance and operations. Salary commensurate with experience. Contact David Roland c/o WQLN-FM/TV, 8425 Peach St., Erie, PA 16509, 814-868-4654. Equal Opportunity Employer.

**Chief Engineer for NY State** Directional AM and Class B FM. Excellent opportunity. Experience a must. WBNR, Beacon-Newburgh and WSPK, Poughkeepsie. Call Al Lessner at 914-831-1260 or send resume to Box 511, Beacon, NY 12508.

## HELP WANTED NEWS

**Large Midwest radio** chain is looking for an experienced news director, to work in a 4 man news department. We are also looking for experienced adult contemporary communicators. Send tape and resume to Jack Hansen, Leighton Enterprises, Inc., Box 1458, St. Cloud, MN 56301.

**Immediate opening** for a good news person to join full professional staff. Must gather, write and deliver with authority in this Illinois medium market. Equal opportunity employer. Send resume to Box J-2.

**Looking** for above-average college graduate degree, 3rd endorsed, News and Public Affairs Director, small market, E.O.E., Box J-26.

**Must be strong** on board, Sports Director. Small SE Market. Baseball PBP. Someone to put together local sportscasts. Good voice, immediate opening. Commercial radio experience necessary. Resume to Box J-28.

**Needed immediately**—News Director. Med Market in Mid South. Local news emphasis. Hard worker who can make and keep contacts. Box J-29.

**News Person Wanted** for three person Midwest AM-FM local news department. Box J-37.

**News Producer** for public radio stations. Join production team of award winning news magazine. Assist in preparation of extensive schedule of in-depth news programs. Salary to \$12,800 depending on qualifications plus one month vacation and liberal benefits. BA level degree in Journalism desired. Must be good interviewer and competent writer. Deep interest in state, national and world affairs necessary. Application deadline: August 30, 1977. Resume, air samples to: Richard Harris, Sr. Producer, WOI AM-FM, Iowa State University, Ames, IA. Equal Opportunity Affirmative Action Employer.

**Reporter/News-caster.** Work with public radio news staff of nine professionals stressing detailed, analytical reporting. Professional or educational background in broadcast journalism. Requires excellent writing and oral-reading ability. \$11,040-\$15,720 plus benefits. Send resume, writing samples, and tape to: News Director WOSU Radio, 2400 Orlentangy River Road, Columbus, OH 43210. Deadline: August 22. The Ohio State University is an EOE.

**Sharp and Human** radio journalists wanted for exciting Midwest station. An Equal Opportunity Employer. Rush tape and resume to: Robert Cohen, News Director, WMEE Radio, Box 6000, Fort Wayne, IN 46806.

**KRAY-FM 96 is looking** for an authoritative morning anchor. Good benefits and top market salary in a beautiful city. Don Smith, PO Box 746, Tulsa, OK 74101. 918-582-9696. following propositions:

**Authoritative morning radio** news anchor for an aggressive news operation. Must have broadcasting or journalism degree, at least two years' experience, a good sports background, and field reporting abilities. Contact Kelly Walker, KAKE Radio, 316-943-4221. An EOE.

**Part-time newscaster.** Good opportunity for experienced returning college student or someone now working in non-competing nearby market. All or part of 30 hours/week. Good voice. Bright confident, up-beat delivery. For contemporary station longtime No. 1 in market. Rush short news tape, news copy, resume. Ron Russell, WHYN Stations Corp., Box 3633, 1300 Liberty Street, Springfield, MA 01101. Equal Opportunity Employer. Please—no phone applications.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director** needed to assume control of successful live AOR station in lovely medium Western market. Air shift required. Applicants should be bright, imaginative, competitive and experienced at handling people. Send letter, resume and salary requirements to Box I-85.

**Operations Manager**—Major Mid-Western market. Supervision of all operations except sales. Includes responsibility for MOR programming. On-air personality capability. Box I-53.

**WUNC, a University public** radio station and NPR member, seeks a Senior Producer to produce non-music programming, with some focus on human/public affairs. Three years Radio and TV experience essential, with a knowledge of public broadcasting techniques and goals. Send resumes and audition tapes to UWNC Radio, UNC-CH, Swain Hall, 044-A, Chapel Hill, NC 27514. EOE/AEE.

**Midwest broadcast group** seeks program director for Christian Station. Must be strong on production and have interest in contemporary Christian music. Only experienced broadcasters need reply. EEO employer. Reply Box J-38.

**Production pro** needed immediately. Also handle mid-day shift on MOR station. Rush tapes and resume to Michael Jaye, KJVV, Box 1407, Huron, SD 57350. EOE.

## SITUATIONS WANTED MANAGEMENT

**Sales Manager.** All markets considered and will reply. 25-30K. Will carry own list, train, station promotions, etc. Good track, references. 301-248-5767.

**Christian Stations**—Currently employed as Sales Mgr/Announcer Contemporary Station. Seeks position in Management or one leading shortly to Management in Christian Broadcasting. Successful business experience; First Phone; stable family man, 31. Call 602-425-2509.

## SITUATIONS WANTED SALES

**Increase audience and sales** with my expertise. Leading stations have profited from my work. Top references. Box J-33.

**Innovative Account Executive** seeks new challenge. Excellent sales record, experienced all areas broadcasting. Young, stable, community minded, hardworker. Box J-13.

## SITUATIONS WANTED ANNOUNCERS

**Humorous, First Phone,** air personality, desires Top 40 or Adult Contemporary small market nite gig. S.H. Green 213-387-7175.

**Announcer, 22, Seeks** Beautiful Music, MOR, or AOR. Good resonant voice, news, commercials. Vast knowledge of music. Anywhere, but prefer Upstate New York, New Jersey, Connecticut, Pennsylvania. References and tapes upon request. Box I-63.

**Rock, Country, and Soul** I know, so help me get out of this hole. In depth musical knowledge, MD, PD, 2 yrs. exp., 3rd endorsed, tight board, excellent news, married, will relocate. Box I-88.

**Classical Jock.** Inventive programming Adam to Zipoli. Production forte. Bruce Thomson, 1508 Vallejo Drive, San Jose, CA 95130.

**4 1/2 years experience.** MD, news, production. MOR, E.Z. BS, Married. Prefer PA, surrounding states. Geoff Niell Stellflug, Oakington Farms, Havre de Grace, MD 21078. 301-272-3964.

**Young, aggressive sportscaster/DJ** would like to broadcast minor league or college sports in a small/medium market. Four years experience. My employer knows of this ad. Contact Box J-17.

**Bright young Broadcaster** with 3rd. Endorsed and plenty of potential seeks small market experience. Box J-12.

**Top Jock seeks** happy place to work. Good production. Experienced. Box J-8.

**Beginner—Broadcast trained.** Studio experience and 3rd Endorsed Ticket. Interested in experience, not salary. Box J-1.

**Experienced Announcer/DJ,** with mellow style, tight board, good pipes, third phone, good news & production, seeks full-time air shift at small or medium market station not wanting boss jocks, screamers, or joke machines. Experienced with most formats. Will relocate. Call Frank 714-658-1094.

**Adult contemp. announcer** with 1st., seeking employment in/around North East. 2 years exp. Alan 212-942-2593 collect.

**Pdp is for infants,** why feed it to adults? Beautiful music need not be dead, where by you sound like another Muzak station. It can have life and enlarge your audience which I firmly believe I can do if I choose your records. I believe this so thoroughly I will work gratis one month. Tom Jeremiah, 2916 W. 65th St., Chicago, IL 60629.

**Jock with 1st Phone,** short on experience, (one yr. six mos.) high in desire & ambition. Ask for Tom, A.C. 218-229-2102.

**Nine years experience,** 3 1/2 yrs in Top 10 Market. 38 yrs old, single, 1st Phone. Rock and Country formats with program and music director experience. Call 312-834-6355. Bob Peacock.

**College grad,** 3rd phone endorsement, experience in MOR and C&W, seeks full-time position. Will relocate. Gary DeSantis, 18480 Westphalia, Detroit, MI 48205. 313-372-3567.

**D.J. 3rd Phone,** college trained, some experience, good voice, desires first gig in Top 40, or AOR. Western U.S. please. Call Brad Orchard, 213-886-0249.

**Radio/TV-20 Yrs Exp.** 15 yrs 50kw with TV. No. 1 Morning DJ (MOR). TV: Weatherman/news/comm's. Prefer NW or SW. Marly Holtman—1952 Travertine, Boise, ID 83706. 208-344-3230.

## SITUATIONS WANTED TECHNICAL

**A really fine veteran** broadcast engineer a/or operations director. A small market automation specialist. Now corresponding concerning future challenge. Box I-66.

**Former Chief and Group Chief** desires return to broadcasting. Strong on solid state, AM, FM Stereo, DA, SCA, STL, Automation, RPU, and Two-Way. All areas considered. Available immediately. 804-237-3501.

## SITUATIONS WANTED NEWS

**Black Broadcaster** experienced, 6 years anchor-man, news writer, reporter. Excellent credentials. Tape, resume. Box J-3.



## SITUATIONS WANTED NEWS CONTINUED

**News woman at Southwestern** 50,000W station seeking home with room for growth. Experience on-air, writing, reporting. Special abilities in delivery, public affairs reporting, production. Creative, enthusiastic, intelligent. Address inquiries to Box J-7.

**News Executive:** Experienced with all-news. Major market and State Capitol experience. Box J-21.

**Sportscaster/Newsman,** rookie, some experience, 150% effort, P.S.U., Journalism/Broadcast News, p-b-p, Tom, 412-226-0095, anxious.

**Call Jeff Geller** at 212-657-6851 if you need a dedicated reporter. BA in Journalism, third phone.

**News journalist/writer** with two years experience desires local news position with a growing or established station. 3rd endorsed. Call Stan Froelich 212-526-1831 day/night.

**3rd Endorsed, 2 years** experience includes all aspects of news. College grad. Seeks work in NY & Tri-State area. Call Dave Pultz 919-786-6113.

## SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

**Successful Programmer** desires position as PD or jock at good East Coast station. Family, third. Experienced, responsible, hard worker. Let's negotiate. Box I-79.

**Production, Programming,** Music Selection. 3rd Endorsed. Western New York small market community radio today. Your station tomorrow? Have resume, will deliver! Box I-108.

**Ten year pro**—Small, medium market experience. Now working DJ in major. Also news anchor, radio commercial production, promotions, public relations and TV. Extensive managerial and program format experience (Adult and Teen Top 40). Desire program managership for station in medium market. Must be good growing company and community. Salary negotiable. Box J-32.

## TELEVISION

### HELP WANTED MANAGEMENT

**California CBS Affiliate** in 23rd market needs experienced, competitive Sales Manager with substantial background in national, retail and administration, including computerized traffic. Should know credit research and have documentable personal sales record. Excellent opportunity and living conditions with group station available now. Base plus incentive. An Equal Opportunity Employer. Calls accepted but written resume required. Call General Manager, 916-441-2345.

**Head of Television Services.** Faculty and administrative position available in the Department of Instructional Media. Earned doctorate in broadcasting or mass media; three years of professional experience. Responsibilities include supervision of six Television Services employees, production of color C.C.T.V. courses and educational/public television programs for two P.T.V. stations operating as a consortium with two sister State institutions. Twelve-month contract beginning 1 Sept 1977; Salary dependent upon qualifications and experience. Send resume to: Dr. Thomas T. Miles, Director of Instructional Media, Kolbe Hall, The University of Akron, 302 E. Buchtel Ave., Akron, OH 44325. The University of Akron is an Affirmative Action, Equal Opportunity, Title IX Employer.

**TV Manager,** Public Station KWSU-TV, Member PBS. Bachelors degree in Communications or related field and management experience in public television required. College level teaching and masters degree desirable. Start September 1, 1977. Salary competitive. Send resume and names of three references to: Lyle Mettler, KWSU Radio and Television Services, Washington State University, Pullman, WA 99164. Application deadline: August 15, 1977. Equal opportunity/affirmative action employer.

### HELP WANTED SALES

**Wanted: Local Salespeople** TV-B trained. Opportunity for local sales management underdeveloped. Medium size market. We are an EOE Employer. Reply to Box J-11.

### HELP WANTED TECHNICAL

**Transmitter Supervisor** wanted at VHF ABC affiliate in West Virginia to maintain all transmitter site equipment. Must be experienced with transmission lines, antennas, microwave and R/C equipment. Must have good knowledge of FCC rules and regs. An Equal Opportunity Employer. Box H-8.

**Opportunity for qualified,** reliable chief engineer, VHF in South Texas. EOE. Box I-103.

**Engineer/Operator**—wanted for Midwest VHF-TV station. ABC affiliate. Two years minimum experience in studio operation-maintenance Ampex VTR and RCA equipment. Degree helpful. Approximate salary-14K. Send resume and availability. Equal Opportunity Employer. Box I-101.

**Filmmaker.** Southeastern PBS affiliate. Experienced in cinematography, lighting, sound, editing, mixes and other technical aspects of film. Send resume and salary requirement to Box I-98.

**Chief Engineer Midwest** UHF seeks individual with good background in xmitters, solid state tech and maintenance. Equal Opportunity Employer. Box I-92.

**Broadcast production,** post-production facility in San Francisco area seeks chief engineer, maintenance engineer, video technicians and CMX editors. Send resume to Box I-70.

**Assistant Chief Engineer** with proven ability for Texas VHF. Equal Opportunity Employer. Box I-69.

**Audio-Visual Producer Director.** Our large, well-known organization needs someone to produce and direct film and television programs on corporate communications, training and promotion. The person we're looking for has 5 to 7 years of directing experience in broadcasting and film production. Additional experience in journalism, public relations, advertising or other communications-related fields is desirable but not required. We're located in a medium size Midwestern community and our employee benefit package rates with the best. An Equal Opportunity Employer. If your qualifications match our requirements, please send your resume and salary history to: Box I-62.

**Assistant Chief Engineer.** Our large, well-known organization needs someone with experience on Ampex 1200's and Norelco P-72 color cameras. The person we're looking for has 3 to 5 years maintenance experience and an interest in working on studio and location production. Some experience or education in digital technology is required. We're located in a medium size Midwestern community and our employee benefit package rates with the best. An Equal Opportunity Employer. If your qualifications match our requirements, please send your resume and salary history to: Box I-61.

**Director of Engineering**—Growing Midwest public TV/Radio. Full responsibility for engineering department. 2 TV studio/controls complete mobile facility, ENG, 3 radio control rooms, and mobile equipment. 1st class and maintenance experience required. Immediate opening. Mark Lange, Director of Broadcasting, Vincennes University, Vincennes, IN 47591. 812-882-2237.

**Technician/Engineer.** Interior Alaska community. Must be capable of maintaining Quad VTRs, Harris Low Band TV transmitter. Some radio maintenance involved. First Class License required. Salary \$18,000 and up DOE. Housing negotiable. Contact Henry H. Hove, Alaska Public Broadcasting Commission, 308 G Street, Anchorage, AK 99501. 907-272-9418.

**Television Engineer.** Community College needs TV Engineer competent in areas of systems design, installation, maintenance, technical production and training. BA degree in Broadcasting with FCC license preferred. Minimum of three years experience. Send resume to Personnel Department, St. Louis Community College, 5801 Wilson, St. Louis, MO 63110. An Affirmative Action/Equal Opportunity Employer.

**Wanted, maintenance engineer** for RCA Quad Tape, IVC and Sony Helical, IVC 500A Cameras and JVC E.N.G. Cameras. Salary negotiable. Position in Huntsville, AL. Contact D of E at 205-533-4848, WYUR-TV-48, 4848 Governors Dr., 35801.

**Radio-Television Technician** for PBS Affiliate in South-central Texas. Experienced in studio operations and 2nd class FCC License. 40 hour week & benefits. Starting salary \$10,368. Contact John W. Gray, Chief Engineer, KAMU-TV, Texas A&M University, College Station, TX 77843.

**Chief Electronics Technician:** Operation and maintenance of studio and remote equipment for public broadcasting production facility. Requires First Class FCC license, thorough knowledge of principles of Electronic Theory, engineering methods, procedures, studio operations. Minimum four years experience. Salary: \$12,695 plus University benefits. Resume to: Joe Stuckey, Television Services, Box X, University, AL 35486. The University of Alabama is an equal opportunity affirmative action employer.

### HELP WANTED NEWS

**Assistant News Manager**—Weekend anchor; aggressive, medium market in Southwest looking for strong number "two" person. Must be up on current production trends and must handle personnel well. Strong experience necessary. Progressive, young broadcast group. Send resume to Box H-186.

**News Director,** thorough knowledge all aspects of news operation including ENG and film with successful track record in news directing position, anchoring not important. Excellent position. KIII-TV, dominant news station for past 8 years, ABC affiliate. Contact Bob White, P.O. Box 6669, Corpus Christi, TX 78411. Equal Opportunity Employer.

**Still looking** for the right person to produce and anchor our news. Good writing, confidence on camera and experience are essential. Medium market "NBC" affiliate in the Midwest. Salary open. An Equal Opportunity Employer. Resume to Box H-19.

**Wanted: Editorial Director.** Experienced, aggressive, capable of dealing in capitol city market. Salary commensurate. Video tape, 3/4" a must. Credentials important. Opening is immediate. Contact Clark Edwards, WSFA-TV, 10 E. Delano, Montgomery, AL 36105. E.O.E.

**Mature, seasoned news** anchor person, over 30, with ENG field and interview experience. Deep South market. EEO. Box J-14.

**Reporter:** Creative, imaginative person with anchor potential. Solid field experience in complete packaging of reports. Top salary and benefits. Medium four station market in Southeast. Send resume to Box J-10.

**Major market California** station interested in Lifestyle/Feature Reporter and Anchor/Investigator. Send resumes to Box J-6.

**Midwest Station Needs** two news people. News/on air sports; news/on air weather. Primary responsibility will be news! Aggressive growing company. Excellent fringe benefits. Equal opportunity Employer. Send Resume Box J-4.

**Radio Television News Director** wanted for PBS/NPR affiliate. Responsibilities: Manage radio/TV News Department staffed with both full-time and student employees; host weekly public affairs program, develop local public affairs specials; produce nightly television news program; quarter-time teaching. BA required. Two or more years of broadcasting experience required. Salary \$11,000. Send resume and references to: Mel Chastain, General Manager, KAMU-TV/FM, Texas A&M University, College Station, TX 77843. An EEO, AA employer.

**South Florida television** station seeks an experienced news person for co-anchor/producer position. Please send a 3/4" cassette and resume to: News Producer, P.O. Box 510, Palm Beach, FL 33480. Equal Opportunity Employer.

**Wanted immediately:** Experienced TV-Weather/Person with meteorological background desired. Street reporter skills also required. Rush resume and VTR to Tom Allen, News Director, WCBD-TV, Box 879, Charleston, SC 29402. An equal opportunity employer.

## HELP WANTED NEWS CONTINUED

**TV News Reporter:** Experienced applicants only. Write immediately to Bill Lawlor, News Director, Capital Cities Communications, WTNH-TV, P.O. Box 1859, New Haven, CT 06508.

**Radio-TV News Reporter** wanted for PBS/NPR affiliate. Responsibilities: Assist News Director in all phases FM/TV news operation; manage student reporters; host weekly TV public affairs program; quarter-time teaching (news writing). BA required. Broadcast news experience preferred. Salary \$9,300. Send resume and references to: Mel Chastain, General Manager, KAMU-TV/FM, Texas A&M University, College Station, TX 77843. An EEO, AA employer.

**Sports anchor** for dominant station in 70th market. We want sports savvy, personality, college degree, previous broadcast experience. Send cassette and resume by August 22nd to Paul Davis, News Director, WCIA, Campaign, IL 61820.

**South Florida television** station seeks an experienced news reporter. Please send a 3/4" cassette and resume to: News Producer, P.O. Box 510, Palm Beach, FL 33480. Equal Opportunity Employer.

**Anchorman—strong air** personality with reporting/film background. Audition and resume to WSTV-TV News, Peter Fenney, News Director, 320 Market St., Steubenville, OH 43952.

**One Man Band?** Have some; need another. Entrance level. Know 16 mm and ENG plus write and air news. Peter Fenney, N.D. WSTV-TV, 320 Market St. Steubenville, OH 43952. Equal Opportunity Employer.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**TV Game Show** staff needed. Production and creative areas. Experience necessary. Relocate Midwest. Please reply to: Box I-27.

**Director, Experience necessary.** Production/News. Must do own switching. Equal Opportunity Employer. Northeast coast. Send resume and salary requirement to Box I-76.

**Producer-Host** of a series for local black community, on camera experience preferred, salary range 12-14,000. Send resumes to Kay Ingram, Program Manager, WKAR-TV, Michigan State University, East Lansing, MI 48824.

**TV Director-Producer** for Toledo PTV. Looking for informed, imaginative, disciplined and well-educated person with flair and proven ability for variety of production styles. Must be currently employed as TV director, have minimum three years experience broadcast TV and film directing, college degree. Salary \$9-14,000 depending on experience and ability. Application deadline: August 12. Send full resume, salary requirement, references, sample cassette tape with first letter to Production Manager, WGTE-TV, Toledo 43604. Equal Opportunity Employer.

**Film Director—Major** market independent seeks Film Director. Must assist Program Manager in booking titles, episodes, etc., plus manage a group of union Film Editors for maximum productivity. Box J-5.

**Cinematographer for magazine** format 16mm/ENG experience desired. Top 50 mkt. UHF. EOE/MF. Reply to P.O. Box J-19.

**Ohio broadcaster** has opening for Minority Affairs Coordinator. Requires ability to meet and report activities of local groups; to produce weekly television and radio features and programs. Ability to write and deliver on the air professionally essential. Immediate vacancy. Equal Opportunity Employer. Write Box J-23.

**Programming Assistant—Exciting** opportunity at Top 10 independent television station. We are an Equal Opportunity Employer. Must be experienced. Box J-24.

**Producer-Director-Writer** for Ohio PTV station. Must be experienced, skilled, creative and able to take on any production assignment. Salary to \$20,000. EOE. Send resume, references to Broadcasting Box J-27.

**2 positions: KUAT-TV, Channel 6, AM/FM** public broadcasting. Producer/writer: film, working knowledge of 16mm sound recording, editing, mixing, directing, printing and negative cutting. Minimum 2 years experience. \$10,000. Producer/writer: news and public affairs with public broadcasting on-air experience. \$10,000. Send resume to Administrative Services, Radio-TV-Film Bureau, University of Arizona, Tucson, AZ 85721. An equal employment opportunity affirmative action Title IX employer.

**WXEX-TV in Richmond** is looking for a Producer/Host for morning talk show to premiere in September. This person should be an experienced on-air personality and an outstanding interviewer, with the ability to line up guests, research information, and produce a bright, appealing local show. Send resume, tape samples, and information to Production Manager, WXEX-TV, 230 South Crater Road, Petersburg, VA 23803. No Phone Calls! An equal opportunity employer.

## SITUATIONS WANTED MANAGEMENT

**TV Program Manager**, large market, mid thirties, seeks increased earning opportunity. Production excellence, program knowhow, tight operation. Box I-73.

## SITUATIONS WANTED SALES

**Recent communications graduate** (American Univ.) specializing in visual media seeks entry level sales opportunity with television syndicator or broadcast station. Aggressive, dedicated, eager for challenge and maximum involvement. Want to learn and grow. Marketing oriented. Top references. Location no problem. Reply Mark Byrley 703-591-4542 or Box I-81.

**Sharp creative director** would like to aim talents at your sales quotas. Top references. Box J-34.

**Female Account Executive** seeks new challenge. Local, regional, Coop Television Sales experience. 1146 Avenue D, Rochester, NY 14621. 716-338-2134.

## SITUATIONS WANTED TECHNICAL

**Experienced Broadcast Engineer**—Experience includes Field Engineering for major TV equipment supplier and duties as Chief Engineer. Desire position as chief engineer, TV. Reply to Box G-32.

**1st Phone 3 years** experience. NYC camera man, sound man, production asst. Excellent broadcast electronics education. For immediate relocation. Box J-25.

**Experienced, all phases.** Available on per diem basis. Prefer Remotes. ENG. 207-781-5475.

**Minority production engineer**, conscientious, good worker, major market experience. first-phone, desires position either Chicago or Seattle area. Box 41982, Chicago, 60641.

## SITUATIONS WANTED NEWS

**Weekend Anchor, Top Ten**, ready for full anchor responsibility in Top 50. Salary negotiable. Box I-15.

**Award winning**, major market news director seeks new challenge in Top 50 Western market. Have solid success record and ability to get the job done. Box I-51.

**Enthusiastic young male** with some NYC O&O JLT and top references seeking entry level opportunity in TV news. Want to learn industry from bottom up in small-mid market. Will repay your confidence with hard work and lots of loyalty. I'm flexible. Richard Ellis, c/o Speers-Eljabar, Dingmans Ferry, PA 18328. 717-828-2329.

**Meteorologist: 5 years** television and radio experience forecasting for New England. Profession Member of the A.M.S. MS degree. VTR available. Box J-39.

**Seeking Sports**, street, anchor. Small-Med. mkts. B.A., 25, married, currently employed. 512-787-0786, afternoons. Box J-40.

**Producer/Reporter** from award winning medium market station. Experience includes daily news producer, documentary writing & production, investigative reporting & news anchor. Seeking new challenge in larger market. Please contact Box J-31.

**52 countries** including Rhodesia, Lebanon, Ireland, Chile, South Africa, Hong Kong covered by currently New York based news pro. 37. Wants forget big city, big money. Seeks small station, nice community. Extremely capable, hard working, do it right, conservative, Willing do whatever needed. News director, anchor, producer, director, street reporter/photo journalist. Masters degree. Will consider low salary, relocation. 203-655-0486.

**TV film experience.** Cinematographer, editor, ENG camera and edit. 1 year Top 5 market. Hard worker. Will relocate. H. Lewis, 305-484-0675. 5961 Falls Circle Drive-408, Lauderhill, FL.

**Seven Years Experience** in San Francisco Radio news station. Young Black man desires change to Television news. Writer, assignment editor, reporter trainee. Fluent Spanish/Italian. Excellent references/health. Very dependable. Frank Gianelli, 1919-44th Avenue, San Francisco, CA 94116. 415-566-0981. Will relocate—California only.

**Sportscaster/Newsman**, writer, production, rookie, some experience, P.S.U., Broadcast News, good appearance, worker, Tom 412-226-0095.

**Experienced News Researcher** for top New York City commercial TV station. Seeking on-air street reporter position. Recent NYU grad. Excellent professional references. Will relocate, available immediately. James Forbes, 212-549-1124.

**Variety Show Host.** Interesting, top notch interviewer, ready to put your station number one in time slot and profits. Box J-20.

## SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

**Creative documentary**—magazine format producer-writer: 5 yrs experience News/Production, ENG/Film; MS Journalism-Broadcasting, awards, published, seeks position in news or public affairs. Box H-191.

**Art Director**, 3 years with O&O, 9 with major group flagship. Award winner, experienced in all media and management. Creative but not "artsy." Call Les Ibanez at 513-721-2574.

**Producer-Director-Development.** 3 years commercial TV Prod.-Dir., 16 years in public TV as Prod.-Dir. and Development. Strong cultural affairs background as well as people and money management. Wish to relocate to north central east coast. Will be in area for interviews July 25-August 5. Call 609-267-4337, or write for resume: Rick Schmidt, 7430 West 6th Avenue, Lakewood, CO 80215.

**Coordinator, Teacher, Producer:** B.S. in Education, M.A. in Communications. Three years experience in cable programing and institutional video. P.E. Braun, 419-352-1355 or 3546 Reading Crest Ave., Reading, PA 19605.

**Children's TV** producer, host, writer. Master's degree, extensively experienced, salary secondary, relocatable. 203-655-0486.

**ENG Director/Cameraman**, editor; versatile, knowledgeable. Experience also includes in Studio Associate Director and Stage Manager. Presently located small NY station. Degree. Box J-18.

**Writer Filmmaker:** experience in news, documentary, public and commercial television, needs work in Boston-New York area. Steve Messier, 1644 Halsey St., Green Bay, WI 54301.

**Versatile Producer-Director.** Proven 7 year track record handling all kinds of productions. I specialize in handling your toughest assignments. GLB, 215-664-3346.

## WANTED TO BUY EQUIPMENT

**Wanted**—Sections for a Truscan self-supporting tower or a tower 250 to 300 feet. Call Ed Allen, Jr. 414-743-4411.

## FOR SALE EQUIPMENT

**3" Air Hellax Coaxial** cable new all copper. 50 ohms—4 reels, 470 ft each—can be cut and terminated to requirement. Below Mfgs price. Basic Wire & Cable 860 W. Evergreen, Chicago, IL 312-266-2600.

## FOR SALE EQUIPMENT CONTINUED

**5" Air Hellax** copper—New Surplus. Andrews HJ9-50, 2600ft. Can be cut and terminated to requirement. Below Mfgs price. Basic Wire & Cable 860 W. Evergreen Chicago, IL. 312-266-2600.

**Color mobile van**, 28', completely wired, low mileage, no equipment included. \$4,500. 205-956-2200.

**Ampex VR-1100**, want to buy two mono systems, one with Editor. 205-956-2200.

**IVC 960 CD VTR** with IVC timebase corrector. Broadcast quality 3 1/2 hour capacity. Excellent condition. \$6500. Mike Lincoln, KIOI, 415-956-5101.

**McMartin 801** 8 channel mono console, 1 year old. Like new, \$1800. Call Jim Boardman, KTGA, 515-576-7668, or write to M33, Warden Plaza, Fort Dodge, IA 50501.

**Automation system** DAP-5000, 1 Revox, 3 RT-25 Carousels, 3 BK-19 Racks, 1 Logger. For details, call 301-939-0800.

**Datavision D-2400** Character Generator. Genloc, Horiz. Crawl, etc. 4 Pages memory. \$1000 Don Coleman, 312-786-7200.

**AG 440C2, Servo Motor**, 2TRK Stereo, in floor console. Full warranty. Only 8 hours use. \$4000. Don Coleman 312-786-7200.

**Quartzmatic wall clocks**, regular \$64, now 12" 35.95, 8" 32.95 each. Check with order. Ind. customers 4% tax. Allied Broadcast Equipment, 124 S. 6th St., Richmond IN 47374.

**Hitachi FPC-1000P** Plumbicon Camera with a Fujinon C10X16RW-1 10:1 Zoom Lens, 50 ft. camera cable, and sync generator. Demo Unit. \$9,990. Contact Mike Barsness or John Larson, Video Midwest, Minneapolis. 612-338-6825.

**CBS Audimax/Volumax**, Models 4450a & 4110 like new. \$1200 or best offer? Contact Mark at 213-363-4457 after 3 pm.

**2 IVC 870 one inch** video tape machines and remote controls, \$4,500. each. Sony 3/4 record/play video cassette machine, \$1,250. Call Tele-America ... 1-615-859-4439.

**Beacon Lamps**—Users of older beacons, 17 new Durotest 500W mogul base lamps. New Price \$24, all available \$10 each. Allied Broadcast Equipment, 317-962-8596.

**Rigid Transmission-Line** 450 ft. RCA 3 1/4 inch. Also RCA TV-antenna. 6 Bay Batwing, 25 year old. Best offer. 701-746-5101.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 4171-B Grove Place, Madera, Calif. 93637.

**"Free" D.J. Catalog!** Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

**Hundreds have renewed!** We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twining, Dallas, TX 75227.

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

## 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., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

**Have a client** who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

**Isn't somebody sharp?** Has someone picked up on success of TV drama serials, Roots, Rich Man? Looking for daily 15-30 minute radio drama series. Quick. Send details, we'll call. No Lone Rangers. Box 1-68.

**Something to say** every day! Funny! Topical! Informative! Greatly improved! The most complete publication of its kind. Send for a freebee. Personality Papers, One Barnes Road, Hingham, MA 02043.

## INSTRUCTION

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin June 20, August 1. 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.

**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.

**"Tests-Answers"** for FCC First Class License. Plus "Self-Study Ability Test." Proven! \$9.95. Free Brochure. Command, Box 26348-B, San Francisco 94126

**1st class FCC**, 6 wks. \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

**OMEGA STATE INSTITUTE**, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

**Don Martin School**—40th Yr. providing training in FCC 1st Class License. 4 mo. course—Jan., May, Sept. 8 wk. course—Jan., July, Nov. Complete XMTR., studio. Radio & TV courses start every mo. 7080 Hollywood Blvd., L.A. 90028, 213-462-3281.

**Free booklets** on job assistance, 1st Class F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

**Cassette recorded First phone** preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

## RADIO Help Wanted Technical

### Leading Sunbelt Broadcaster

seeking superbly qualified Chief Engineer. This person will receive excellent pay and benefits in this career position. We expect in return long hours, hard work, and expertise in all phases of radio, including transmitter maintenance, studio equipment, preventive maintenance, and FCC Rules and Regulations. We are a highly professional organization seeking one additional professional to join our staff. Our person will know how to manage his/her time and our money and will settle for nothing less than a high quality, first class, superior sounding radio station.

Reply in confidence with complete resume to Box J-43.

M/F An Equal Opportunity Employer

## CORPORATE TECHNICAL DIRECTOR Greater Media, Inc.

14 radio station group seeks take-charge person to head technical efforts. New facilities and state-of-the-art equip. including FM and AM directional antennae, AM-PDM, diplexing, FM stereo and sophisticated audio techniques. Heavy hands-on exp. Know FCC rules, compliance and applications. You will plan, negotiate and purchase. Share our dedication to technical excellence. New hdqtrs in pleasant central N.J. Send resume, references and salary requirements to Thomas Milewski, Greater Media, Inc., Turnpike Plaza, 197 Highway 18, East Brunswick, N.J. An Equal Opportunity Employer—M/F.

## Help Wanted Technical Continued

### RADIO CHIEF ENGINEER

Administrator and hands-on chief for WPEN(AM) and WMGK(FM) in Phila. Pa. Share our dedication to technical excellence. Familiarity with AM-PDM, FM stereo, sophisticated audio, AM directional ant., and STL. 1st ticket and thorough FCC knowledge req. Excellent (and equal M/W) opportunity with 14 station group. Send resume, references & salary requirements to Larry Wexler, Gen. Mgr., WPEN/WMGK, 2212 Walnut, Phila., Pa. 19103

## Help Wanted Sales

**RESTAFFING  
NEW ACQUISITION**  
Need a General Manager, Sales Manager, Program Director, and strong Air Personalities for a dominant signal in an Eastern Midwest Major Market, awaiting FCC approval.  
Station will program Adult Contemporary Music. E.O.E.  
Send resume to **Box 1-57.**

## Are you tired

of the metropolitan ratrace—Trying to raise a family in a metro area—Tired of parking lots, crime, crowded highways and overcrowded or remote recreation facilities?

We're looking for someone who wants to move to small town Colorado or Arizona. Our radio stations have more than one opening for someone qualified to be Sales Manager with Management a possibility. The Colorado station, for example, will provide you a starting active account list of \$80,000 with potential for alot more, depending on initial performance.

You have to be smart enough to realize the value of life in a small town at a quality station and the opportunity and challenge offered. Otherwise, you'll be wasting your and our time.

Send resume, references and tape on first reply to:  
Mr. D  
5865 Camino Escalante  
Tucson, AZ 85718

## Help Wanted Programing, Production, Others Continued

### PROGRAM DIRECTOR WKBW RADIO Buffalo, New York

Minimum 3 years experience as Program Director of contemporary, M.O.R. or Top 40 medium to large market station. Creativity in promotion, public service, and community involvement desirable. Must be able to motivate, manage, and develop highly talented and top rated air staff.

Send resumes to Norm Schrut, WKBW Radio, 1430 Main Street, Buffalo, New York 14209.

An Equal Opportunity Employer

## Help Wanted Announcers

### WOAI RADIO

needs a talented Adult Morning Personality. Prior experience in Talk or News format not essential. Top dollar. Send taped resume to John Barger, WOAI Radio, 1031 Navarro, San Antonio, Texas 78205. EOE.

## Help Wanted News

### EXPERIENCED FARM DIRECTOR

Unlimited opportunity for qualified person, must have degree in Agriculture or equivalent and be able to handle farm related advertisers both local and national. Excellent salary commensurate with experience, and fringes. Box 1-109.

### WEATHERPERSON

Major radio station is seeking an experienced, authoritative weather reporter. Must have breezy conversational delivery with strong background in earth sciences. Here's an opportunity to make an impact on a major market. Salary: upper \$20M. Box 1-87. An Equal Opportunity Employer.

## Situations Wanted Management

### ATTN: STATION OWNERS

Top billing major market account executive desires opportunity to manage small-medium market FM or AM-FM operation. Heavy experience sales, programming, production, management, on-air, and engineering. Many award nominations as PD, of a well known 50KW. Want to get involved with the entire operation again. Prefer S.E. Stations offering equity given special consideration. Box 1-72.

## TELEVISION Help Wanted Technical

### RADIO, TELEVISION, AND MOTION PICTURES

Two one-year temporary positions available fall 1977. One position has emphasis on motion picture production and film analysis. Second position has emphasis on writing and film analysis. Since department involves in other media, individual may be expected to have background in television. Masters Degree required with related experience. Send resume to: Dr. William H. Tomlinson, Dir. of Center for Radio and Television, Ball State University, Muncie, Ind. 47306. Applications requested by August 1977. Ball State University practices equal opportunity in education and employment.

## Help Wanted Technical Continued

### BROADCAST PRODUCTS DIVISION

## Customer Service Specialist Program Automation

We are a leading manufacturer of radio and TV broadcasting and other electronic equipment, and a division of a profitable, professionally managed corporation with an aggressive product development and diversification program. Annual sales of the corporation now exceed the half billion dollar mark.

This position will involve extensive travel, both domestically and overseas. Duties will include the installation, check-out and troubleshooting of Harris broadcast automation equipment.

Requirements are a high school degree with two years technical school, and three years experience in programming and maintaining radio automation systems. Applicant must be willing to relocate.

Starting salary will be commensurate with your education and related experience. Benefits are liberal and full expenses are given for international assignments. Relocation expense will assist you with your initial move. Please send your resume, including salary history data, to: Mr. Lawrence B. Carlstone, Professional Employment Supervisor, HARRIS CORPORATION BROADCAST PRODUCTS DIVISION, Quincy, Illinois 62301.



An Equal Opportunity Employer M/F

## Help Wanted News Continued

### Co-anchor/producer

for noon newscast. Strong communication/writing/production skills a must. General street and feature work involved. An equal opportunity employer in an active medium market. Reply Box J-41.

### EXECUTIVE NEWS DIRECTOR SAN DIEGO KFMB - TV CBS AFFILIATE

We are seeking a bright, capable individual to fill position of Executive News Director, and provide positive, enthusiastic leadership to large news staff. Must have degree and 3-5 years experience in News Department management position. Send resume to Robert L. Myers, Vice President & General Manager, KFMB-TV, 7677 Engineer Road, PO Box 80888, San Diego, California 92138.

AN EQUAL OPPORTUNITY EMPLOYER M/F

## Help Wanted News

### WEATHER

It's critical in the Northeast where we are number one in news. Need a professional meteorologist with good on air personality. Send resume to Box 1-77. An EOE.

**Help Wanted News  
Continued**

**SPORTS DIRECTOR:**

VHF CBS-TV Affiliate in Major Southeast growth market is seeking a seasoned professional to lead our sports operation. Number one rated news in the market with heavy ENG commitment. Send resume and salary requirements to:

Mark Pierce  
News Director  
WCSC-TV  
Box 186  
Charleston, SC 29402  
An Equal Opportunity Employer

**Assistant ND**

needed for strong professional department now only a few points from the top. Will have personnel/production and assignment duties. 5-yr's street/photo and 2-yr's. desk experience. EEO.

Reply in confidence Box J-42.

**BROADCASTING TV NEWS**

Urban affairs reporter ... top ten Eastern market ... seeking experienced TV street reporter with background in inner city affairs ... initiative and desire to achieve as a major market TV street reporter essential. Send resume to Broadcasting Box I-111.

EQUAL OPPORTUNITY EMPLOYER MIF

**Situations Wanted News**

**SPORTS/SALES**

No ordinary 23 yr. old. Exceptional play-by-play in college, direct selling success, and a year's exposure with a major TV rep. Now ready for local sales and/or sports job. TV or radio. Weekend anchor or PBP a must. Ready to go now for the right offer. 2937 Via Pacheco, Palos Verdes, Calif. 90274. 213-541-2739.

**Management Consultants**

**HOTCHKISS - OLIVER, INC.**  
*Radio Management Advisors*

Send for your free copy of our survey for owners, sellers, and buyers:.

*"You and Radio"*

8200 Preece Drive Post Office Box 5124  
Boise, Idaho 83705 208-376-4088

**Business Opportunity**

**PROFESSIONAL SALES REPS**

Traveling East Coast. (possibly national) starting September. Will represent your proven promotion, sales aid, talent, product, successfully to radio stations. Commission Basis. For details, references, etc.

Write: C. Wade Johnson Marketing Co.  
P.O. Box 1164  
Elizabethtown, N.C. 28337.

Or Call: (919) 862-4349.

**Radio Programing**



**The LONE RANGER**

The Original  
Radio Network Series is  
**BACK ON THE AIR!**

Now available for local purchase:

**CHARLES MICHELSON, Inc.**  
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 - (213) 278-4546

**Public Notice**

**The Town of North Andover, Mass.**

will accept applications for a license for a Community Antenna Television Franchise. Applications will be accepted until 5:00 P.M., September 30, 1977 at the address below. All applications received will be available for public inspection during normal business hours at the same address.

Each application shall be accompanied by a \$100. non-refundable filing fee payable to the "Town of North Andover".

Board of Selectmen  
Town Building  
120 Main Street  
North Andover, Mass. 01845

**Free Golf/Car Rental**

**FLORIDA FREE GOLF**

Completely furnished deluxe condominium apartments for two \$30 per day until December 14 with greens fee included at nearby top-rated Deer Creek C.C. Rent-A-Car available through Apex-Courtesy Car Rental. WE FEATURE FORDS

Write or call

**VILLA LAGO APARTMENTS**

3910 Crystal Lake Drive  
Pompano Beach, Fla 33064 (305) 782-3400  
SORRY, NO PETS

**For Sale Equipment**

**Ikegami - TK-355 Camera.**

Used as demonstrator only. Complete with 500' cable. Firm price \$24,500. Call 713-622-1724 - Ed Milling.

**COLOR EQUIPMENT FOR SALE**

- 2 CEI-280 Color Cameras with Angenieux Zoom Lenses, Headsets, Camera Cables
- 2 CBS 8000 Image Enhancers
- 2 Telemet Model 7945 Production Switchers
- 1 Telemet Model 4704 Chroma Keyer
- 2 Unimedia Dual-9 Color Monitors
- 1 Sparta Model 4515 Audio Tape Player
- 1 JVC PV-4800U Portable Color Camera
- 1 JVC GC-4800U Portable Color Tape Deck
- 2 IVC 870 1" VTRs
- 1 IVC 760 1" VTR
- 3 IVC Dual Remote Controls
- 2 Atlas Floor Microphone Stands
- 1 AKG-D200 Electrovoice Microphone
- 1 Chroma Key Blue Cyclorama and Track

Call or write R. E. Joslin  
**BIG VALLEY CABLEVISION, INC.**

4955 West Lane  
Stockton, CA 95210  
209/466-1567

**For Sale Equipment  
Continued**

The State of Montana Communications Division will accept sealed bids through 10 a.m. Oct. 28, 1977 for the following equipment:

**Television Transmitter:** Harris-Intertype Gates Division, model BT-50H; channel 7/offset minus; visual frequency - 175.240 mhz; aural frequency - 179.740 mhz; 50 kw visual power; 10 kw aural power; 220 VAC 3 phase 60hz supply voltage; TD-40H notch diplexer and equalizer; automatic power control; plus all other required inside RF equipment, cabinets and accessories for complete installation.

**Television Antenna:** Gates model TAH-10HM Helical antenna for operation on channel 7 minus; main lobe power gain 9.0 x 9.54 db; horizontal gain 8.8 x 9.44 db; 50 kw power rating; antenna is designed to support a flange mounted 6-bay channel 4 balwing antenna. Transmission line and accessories included.

Both transmitter and antenna were built in early 1975 but have never been uncrated or used. Both have been kept in conditioned storage since delivery. For a complete list of the items being offered and the required terms of sale, contact: Curt Wheeling, Administrator, Communications Division, Department of Administration, Sam W. Mitchell Bldg., Helena, MT 59601. (406) 449-2586.

**Wanted To Buy Stations**

**Public Company** interested in acquisitions and/or mergers. T.V. - Radio. Profitability not a factor.

Reply Box E-69.

**SUBSTANTIAL COMPANY**

desires acquisitions of CATV, radio or TV stations. Minimum pre-tax earnings of \$200,000 required. Write Lawrence Flinn, Jr., National Cable Communications Corp. 19 West Elm St., Greenwich, Ct. 06830. Reply in confidence.

**TV STATIONS WANTED**

Cats, dogs or turkeys  
Poor management,  
low earnings,  
bad signal  
Box J-22.

**For Sale Stations**

**LARSON/WALKER & COMPANY**  
Brokers, Consultants & Appraisers  
Los Angeles Washington

Contact:  
William L. Walker  
Suite 506, 1725 DeSales St., N.W.  
Washington, D.C. 20036  
202-223-1553

**TV STATION**

East Coast small market;  
network affiliated.  
Currently profitable.  
Strong growth characteristics.  
\$3,500,000 with terms  
to qualified buyer  
Box J-9.

**For Sale Stations  
Continued**

**H.B. La Rue, Media Broker**

RADIO · TV · CATV · APPRAISALS

WEST COAST: 1204 RUSS BUILDING, SAN FRANCISCO, CALIFORNIA 94104  
415/873-4474

EAST COAST: 210 EAST 52ND ST., NO. 50, New York 10022  
212/288-0737

**UPSTATE N.Y. AM**

Low price! Good growth potential. Attractive northern community combines good living and business opportunity, especially suited for owner-operator. Daytime AM priced at just \$150,000 by absentee owners. Terms available to qualified buyer.

**PENN PROFITMAKER**

Regional contemporary AM produces consistent strong cashflow for absentee owners. Strong audience acceptance and an excellent physical plant. Priced at \$500K with long payout.



**Brokers & Consultants  
to the  
Communications Industry**

**THE KEITH W. HORTON COMPANY, INC.**

1705 Lake Street • Elmira, New York 14902  
P.O. Box 946 • (607) 733-7138

**MEDIA BROKERS  
APPRAISERS**

RICHARD A.

**Shahen**

435 NORTH MICHIGAN • CHICAGO 06811

**312-467-0040**



- Class "C" Stereo covering more than million pop. with strong signal. Mississippi. Terms.
- Fulltimer within 40 miles of Daytona. Only fulltime AM in 30,000 pop. trade area. Billing about \$140,000. \$395,000 including real estate. \$70,000 d.p.
- No down payment. Billed \$13,000 + In July. All real estate and super complete automation system included. Chattanooga area Payments \$3,985.
- Stereo station metro area of Oklahoma City. Collected about \$250,000. \$585,000. Terms.
- Daytimer within 40 miles of Memphis. \$70,000.
- Fulltimer within 60 miles of Chico, Calif. Single station market. Potential for FM now on file. \$480,000. Terms.
- Fulltimer in Eastern Tennessee city. Billing more than \$300,000. \$600,000. Good Terms.
- Class "A" stereo with two translator outlets. Small town near Springfield, MO. \$95,000. Terms.
- Fulltimer with real estate. Billing about \$100,000. About 50,000 Pop. In county. Southern W.Va. \$230,000.
- AM/FM within 40 miles of Dothan Alabama. \$160,000 for total, Buy 49% now with option. Terms.

All stations listed every week until sold. Let us list your station, inquiries and details confidential.

**BUSINESS BROKER ASSOCIATES**  
615-894-7511 24 HOURS

**For Sales Stations Continued**



**CHAPMAN ASSOCIATES**

media brokerage service

**STATIONS**

MW Small	fulltime	\$ 255K	Terms
CA Medium	profitable	250K	64K
SE Metro	power	1,570K	455K
NE Major	power	850K	cash
W Top 25	AM/FM	1,700K	Terms

**CONTACT**

Alan Jones	(312) 354-3340
Ray Stanfield	(213) 363-5764
Bill Chapman	(404) 458-9226
Art Simmers	(617) 837-6711
Ray Stanfield	(213) 363-5764

To receive offerings of stations within the areas of your interest, write:  
Chapman Company, Inc., 1835 Savoy Dr., NE, Atlanta, GA 30341.

**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. 20038.

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.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Agency Commission only on display space.

Word Count: Include name and address. Name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to omit Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, GM, etc. count as one word. Hyphenated words count as two words.

Name (Print) \_\_\_\_\_ Signature \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

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

Insert \_\_\_\_\_ time(s). Starting date \_\_\_\_\_ Box No. \_\_\_\_\_

Display \_\_\_\_\_ (number of inches).

Indicate desired category: \_\_\_\_\_

Copy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Stock Index

Stock symbol	Exch.	Closing Wed. Aug. 3	Closing Wed. July 27	Net change in week	% change in week	1977 High Low		PIE ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>										
ABC	ABC	N 44 3/8	45 5/8	- 1 1/4	- 2.73	46 3/4	37	10	18,058	801,323
CAPITAL CITIES	CCB	N 48	49 1/4	- 1 1/4	- 2.53	57	44 3/4	10	7,481	359,088
CBS	CBS	N 59 3/4	60 3/8	- 5/8	- 1.03	62	55	10	28,395	1,696,601
COX	COX	N 27	27 1/2	- 1/2	- 1.81	33 5/8	27	8	5,872	158,544
GROSS TELECASTING	GGG	A 14 5/8	15	- 3/8	- 2.50	15 1/2	13 5/8	7	800	11,700
KINGSTIP COMMUN.	KITVV	O 4 7/8	4 7/8	-	.00	4 7/8	3 7/8	9	461	2,247
LIN	LINB	O 18 7/8	19 1/4	- 3/8	- 1.94	20 3/8	16 1/2	8	2,725	51,434
MOONEY	MOON	O 2 5/8	2 5/8	-	.00	2 5/8	1 7/8	9	425	1,115
RAHALL	RAHL	O 17 1/2	17 1/2	-	.00	18 1/2	8 5/8	21	1,281	22,417
SCRIPPS-HOWARD	SCRP	O 36 1/2	37	- 1/2	- 1.35	37	31 1/2	8	2,589	94,498
STARR**	S8G	M 5 1/4	5 3/8	- 1/8	- 2.32	7	3 1/2		1,418	7,444
STORER	S8K	N 22	22	-	.00	26 7/8	21 3/8	5	4,876	107,272
TAFT	TFB	N 27 3/4	28 1/4	- 1/2	- 1.76	33 7/8	27	7	4,070	112,942
TOTAL									78,451	3,426,625

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A 5 3/8	5 1/4	+ 1/8	+ 2.38	5 7/8	3 3/4	7	1,232	6,622
AVCO	AV	N 16 1/4	17	- 3/4	- 4.41	17 7/8	13 3/8	3	11,656	189,410
JOHN BLAIR	BJ	N 17 3/4	17 7/8	- 1/8	- .69	17 7/8	11 1/8	6	2,419	42,937
CHRIS-CRAFT	CCN	N 5 3/4	5 3/4	-	.00	7 3/8	4 1/2	5	5,810	33,407
COMBINED COMM.	CCA	N 21 1/2	23 1/4	- 1 3/4	- 7.52	23 1/4	19	7	6,697	143,878
COWLES	CWL	N 14 5/8	15 3/8	- 3/4	- 4.87	15 5/8	12 1/2	18	3,969	58,046
DUN & BRADSTREET	DNB	N 29 1/4	30 7/8	- 1 5/8	- 5.26	30 7/8	26 1/4	16	26,447	773,574
FAIRCHILD IND.	FEN	N 14 1/4	15 1/8	- 7/8	- 5.78	15 5/8	9 1/2	12	5,708	81,339
FUQUA	FOA	N 9 5/8	9 3/4	- 1/8	- 1.28	13	9	6	8,987	86,499
GANNETT CO.	GCI	N 36	36 1/4	- 1/4	- .68	40 3/4	32 3/4	16	22,430	807,480
GENERAL TIRE	GY	N 27 1/8	26 7/8	+ 1/4	+ .93	29 1/4	24 3/4	5	22,239	603,232
GLOBE BROADCASTING	GLBTA	O 4	4	-	.00	4 3/8	2 1/8	2	2,783	11,132
GRAY COMMUN.	O	12 1/4	12 1/2	- 1/4	- 2.00	12 3/4	8	6	475	5,818
HARTE-HANKS	HHN	N 29 1/2	29 1/2	-	.00	29 1/2	26	12	4,474	131,983
JEFFERSON-PILOT	JP	N 30 3/8	30 7/8	- 1/2	- 1.61	32 3/8	26 5/8	10	24,056	730,701
KAISER INDUSTRIES	KI	A 5 1/4	5 1/4	-	.00	18 5/8	4 5/8	3	28,119	147,624
KANSAS STATE NET.	KSN	O 6 5/8	6 7/8	- 1/4	- 3.63	7 1/4	4 3/4	8	1,716	11,368
LEE ENTERPRISES	LNT	A 23 3/4	23	+ 3/4	+ 3.26	28 1/8	22 1/4	11	5,010	118,987
LIBERTY	LC	N 20 7/8	23 1/8	- 2 1/4	- 9.72	23 1/8	18	5	6,762	141,156
MCGRAW-HILL	MHP	N 18 3/4	18 3/4	-	.00	19 1/4	15 5/8	11	24,664	462,450
MEDIA GENERAL	MEG	A 15 1/4	16 3/4	- 1 1/2	- 8.95	20	15 1/4	7	7,463	113,810
MEREDITH	MOP	N 20 3/8	20 7/8	- 1/2	- 2.39	21 1/2	17 3/8	5	3,067	62,490
METROMEDIA	MET	N 26 7/8	28 7/8	- 2	- 6.92	31 1/8	25 3/4	6	6,700	180,062
MULTIMEDIA	MMED	D 24	24 1/4	- 1/4	- 1.03	25 1/2	21 1/2	10	4,392	105,408
NEW YORK TIMES CO.	NYKA	A 17 1/4	18 1/8	- 7/8	- 4.82	19 1/2	15 3/4	8	11,207	193,320
OUTLET CO.	OTU	N 18 7/8	18 1/2	+ 3/8	+ 2.02	24 1/4	16 5/8	8	2,140	40,392
POST CORP.	POST	O 21	21 1/4	- 1/4	- 1.17	21 1/4	16 1/4	8	869	18,249
REEVES TELECOM	RBT	A 2 1/2	2 1/2	-	.00	3	1 3/4	17	2,380	5,950
ROLLINS	ROL	N 20	21	- 1	- 4.76	24 1/4	17 1/8	11	13,404	268,080
RUST CRAFT	RUS	A 22	21 7/8	+ 1/8	+ .57	23 1/2	8 1/2	14	2,291	50,402
SAN JUAN RACING	SJR	N 10	10 1/2	- 1/2	- 4.76	11 3/4	7 5/8	9	2,509	25,090
SCHERING-PLOUGH	SGP	N 32 1/2	32	+ 1/2	+ 1.56	44 3/4	32	11	54,084	1,757,730
SONDERLING	SOB	A 12 7/8	11 3/4	+ 1 1/8	+ 9.57	12 7/8	8 3/8	6	1,103	14,201
TECH OPERATIONS**	TO	A 3 3/4	3 7/8	- 1/8	- 3.22	3 7/8	2 3/8		1,344	5,040
TIMES MIRROR CO.	TMC	N 24	24	-	.00	25 3/8	20 3/4	11	33,927	814,248
WASHINGTON POST CO.	WPO	A 28 3/8	28 1/4	+ 1/8	+ .44	28 3/8	21 3/4	10	8,659	245,699
WOMETCO	WOM	N 10 7/8	11 1/8	- 1/4	- 2.24	12 3/4	10 7/8	7	8,563	93,122
TOTAL									379,750	8,580,936

## Cablecasting

ACTON CORP.	ATN	A 7 3/8	6 1/2	+ 7/8	+ 13.46	7 3/8	3 1/8	13	2,757	20,332
AMECO** *	ACD	O 1/8	1/8	-	.00	1/2	1/8		1,200	150
AMERICAN TV & COMM.	AMTV	O 25 3/4	26 1/2	- 3/4	- 2.83	27 1/2	19 3/4	17	3,374	86,880
ATHENA COMM.** *	O	3/8	3/8	-	.00	3/8	1/8		2,125	796
BURNUP & SIMS	BSIM	O 4 1/4	4 3/8	- 1/8	- 2.85	4 1/2	3 1/8	24	8,325	35,381
CABLE INFO.**	O	3/4	3/4	-	.00	7/8	1/2	4	663	497
COMCAST	O	5 1/4	5 1/4	-	.00	5 1/4	3 3/4	10	1,662	8,725
COMMUN. PROPERTIES	COMU	O 6	5 7/8	+ 1/8	+ 2.12	6 3/8	3 5/8	23	4,761	28,566
ENTRON	ENT	O 1	1	-	.00	2	7/8	1	979	979
GENERAL INSTRUMENT	GRL	N 20 1/8	20 3/4	- 5/8	- 3.01	23	18 1/8	9	7,332	147,556
GENEVE CORP.	GENV	O 8 1/2	8 1/2	-	.00	9 1/4	7 1/2	57	1,121	9,528
TELE-COMMUNICATION	TCOM	O 4 3/4	5 5/8	- 7/8	- 15.55	5 7/8	2 7/8	28	5,281	25,084
TELEPROMPTER	TP	N 8 1/8	8	+ 1/8	+ 1.56	9 3/8	6 3/4	45	16,793	136,443
TEXSCAN	TEXS	O 1 1/2	1 5/8	- 1/8	- 7.69	2	1 1/4	9	786	1,179
TIME INC.	TL	N 34 1/8	35 3/8	- 1 1/4	- 3.53	38 1/4	33	10	20,324	693,556
TOCOM	O	3 1/4	3 1/4	-	.00	3 1/4	2 1/4	12	617	2,005
UA-COLUMBIA CABLE	UACC	O 19 3/4	20	- 1/4	- 1.25	21 1/4	15 1/2	14	1,679	33,160
UNITED CABLE TV**	UCTV	O 4 3/8	4 1/8	+ 1/4	+ 6.06	4 5/8	3 7/8		1,879	8,220
VIACOM	VIA	N 16 1/8	15	+ 1 1/8	+ 7.50	16 1/8	9 1/2	15	3,750	60,468
TOTAL									85,408	1,299,505

Stock symbol	Exch.	Closing Wed. Aug. 3	Closing Wed. July 27	Net change in week	% change in week	High	1977 Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)			
<b>Programing</b>													
COLUMBIA PICTURES	CPS	N	15	15 5/8	-	5/8	-	4.00	15 5/8	7 3/8	12	6.748	101,220
DISNEY	DIS	N	37 1/2	36 3/4	+	3/4	+	2.04	47 5/8	32 1/2	16	31.895	1,196,062
FILMWAYS	FWY	A	9 1/2	9 5/8	-	1/8	-	1.29	9 7/8	6 7/8	8	2.275	21,612
FOUR STAR*			1	1				.00	1	3/4	10	667	667
GULF + WESTERN	GW	N	12 3/8	12	+	3/8	+	3.12	18 3/8	12	3	48,239	596,957
MCA	MCA	N	36 3/8	38 7/8	-	2 1/2	-	6.43	42 3/4	36 3/8	8	18.024	655,623
MGM	MGM	N	20 1/4	21	-	3/4	-	3.57	24 1/8	16	8	13.102	265,315
TELETRONICS INTL.	O		4 1/4	4 1/4				.00	6 1/2	4	7	1.018	4,326
TRANSAMERICA	TA	N	15 3/4	15 7/8	-	1/8	-	.78	16 1/2	13 5/8	8	67.238	1,058,998
20TH CENTURY-FOX	TF	N	22 5/8	21 1/4	+	1 3/8	+	6.47	22 7/8	10	12	7.631	172,651
WARNER	WCI	N	28 1/2	29 1/8	-	5/8	-	2.14	32 1/2	26 1/4	7	14.411	410,713
WRATHER	WCO	A	7 5/8	8	-	3/8	-	4.68	8	4 1/2	11	2.243	17,102
<b>TOTAL</b>												<b>213.491</b>	<b>4,501,246</b>

### Service

88DO INC.	88DO	O	29 1/2	29 1/2				.00	29 3/4	22 1/2	9	2.513	74,133
COMSAT	CQ	N	33 3/8	33 3/4	-	3/8	-	1.11	36 3/4	29 3/8	9	10.000	333,750
DOYLE DANE BERNBACH	DOYL	O	19 7/8	21 5/8	-	1 3/4	-	8.09	22	16 3/4	7	1.866	37,086
FOOTE CONE & BELOING	FCB	N	17 1/4	17 5/8	-	3/8	-	2.12	17 7/8	14 3/4	8	2.304	39,744
GREY ADVERTISING	GREY	O	26 3/4	27 3/4	-	1	-	3.60	28	16 1/2	6	821	21,961
INTERPUBLIC GROUP	IPG	N	37 1/8	37	+	1/8	+	.33	37 1/2	28 1/8	8	2.387	88,617
MARVIN JOSEPHSON	MRVN	O	13 1/4	13 3/4	-	1/2	-	3.63	17 1/4	10 1/4	6	1.896	25,122
MCI COMMUNICATIONS**	MCIC	O	2 3/8	1 7/8	+	1/2	+	26.66	2 1/2	7/8		19.985	47,464
MOVIELAB	MOV	A	1 1/2	1 3/8	+	1/8	+	9.09	2	1 1/4	9	1.410	2,115
MPO VIDEOTRONICS	MPO	A	5 5/8	5 3/4	-	1/8	-	2.17	9	4	8	520	2,925
A. C. NIELSEN	NIELS	O	21 3/8	21 3/4	-	3/8	-	1.72	22 1/8	18 7/8	12	10.762	230,037
OGILVY & MATHER	OGIL	O	36	35 1/2	+	1/2	+	1.40	36 3/4	31	9	1.805	64,980
J. WALTER THOMPSON	JWT	N	17 7/8	17 1/2	+	3/8	+	2.14	18 1/2	15 1/8	8	2.649	47,350
<b>TOTAL</b>												<b>58.918</b>	<b>1,015,284</b>

### Electronics/Manufacturing

AEL INDUSTRIES	AELBA	D	4 3/4	5	-	1/4	-	5.00	6	2 3/8	8	1.672	7,942
AMPEX	APX	N	9 1/2	9 3/4	-	1/4	-	2.56	11	7 3/8	12	10.885	103,407
ARVIN INDUSTRIES	ARV	N	16	16 3/4	-	3/4	-	4.47	19 1/4	15	4	5.959	95,344
CCA ELECTRONICS*	CCA	O	5/8	5/8				.00	5/8	1/8	3	897	560
CETEC	CEC	A	2 7/8	3	-	1/8	-	4.16	3 1/4	1 3/4	11	441	1,267
COHU	COH	A	3 3/8	3 3/8				.00	3 1/2	2 1/8	15	1,779	6,004
CONRAC	CAX	N	21 5/8	21 7/8	-	1/4	-	1.14	27 1/4	21 5/8	7	1.793	38,773
EASTMAN KODAK	EASKD	N	57 5/8	58 7/8	-	1 1/4	-	2.12	86 3/4	57 5/8	15	161.371	9,299,003
FARINON ELECTRIC	FARN	O	8 3/4	8 1/2	+	1/4	+	2.94	12	8	10	4,267	37,336
GENERAL ELECTRIC	GE	N	54 1/4	54 3/4	-	1/2	-	.91	56 5/8	49 1/4	13	184.581	10,013,519
HARRIS CORP.	HRS	N	33 3/8	35 3/4	-	2 3/8	-	6.64	39	28	12	12,261	409,210
HARVEL INDUSTRIES*	HARV	O	3 1/8	3 1/8				.00	5 1/2	3 1/8	8	480	1,500
INTL. VIDEO CORP.	IACP	O	1	1				.00	2 3/8	1/4		2,701	2,701
MICROWAVE ASSOC. INC	MAI	N	25 3/4	25 3/4				.00	26	20 1/4	11	1,320	33,990
3M	MMM	N	50	49 7/8	+	1/8	+	.25	57	48 3/8	16	115,265	5,763,250
MOTOROLA	MOT	N	43 5/8	42 3/8	+	1 1/4	+	2.94	56 7/8	37 3/4	14	28,544	1,245,232
N. AMERICAN PHILIPS	NPH	N	29 5/8	31	-	1 3/8	-	4.43	36	29 5/8	7	12,033	356,477
OAK INDUSTRIES	OAK	N	15 1/8	15 1/2	-	3/8	-	2.41	17 7/8	9 5/8	11	1,639	24,789
RCA	RCA	N	29 3/8	30 1/2	-	1 1/8	-	3.68	31 3/4	25 3/8	12	74,807	2,197,455
ROCKWELL INTL.	ROK	N	32 5/8	32	+	5/8	+	1.95	35 3/4	30 7/8	8	32,400	1,057,050
RSC INDUSTRIES	RSC	A	2 3/8	2 1/8	+	1/4	+	11.76	2 3/8	1 5/8	11	2,690	6,388
SCIENTIFIC-ATLANTA	SFA	A	19 1/8	19	+	1/8	+	.65	21 1/8	16 3/4	12	1,668	31,900
SONY CORP.	SNE	N	8 3/8	8 3/8				.00	10 3/8	8 1/8	14	172,500	1,444,687
TEKTRONIX	TEK	N	33 7/8	35	-	1 1/8	-	3.21	68 1/2	28 1/4	15	17,342	587,460
TELEMATION	TIMT	O	7/8	7/8				.00	7/8	1/2	1	1,050	918
VARIAN ASSOCIATES	VAR	N	17 3/4	18	-	1/4	-	1.38	21	14 3/4	12	6,838	121,374
WESTINGHOUSE	WX	N	20 1/8	21	-	7/8	-	4.16	22	16 1/4	8	87,492	1,760,776
ZENITH	ZE	N	21 5/8	21 1/2	+	1/8	+	.58	28	20 7/8	11	18,818	406,939
<b>TOTAL</b>												<b>963.493</b>	<b>35,055,251</b>
<b>GRAND TOTAL</b>												<b>1,779,511</b>	<b>53,878,847</b>

Standard & Poor's Industrial Average 111.8 108.0 -3.8

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by Hornblower & Weeks, Hemphill-Noyes Inc., Washington.  
Yearly high-lows are drawn from trading days reported by *Broadcasting*. Actual figures may vary slightly.

\*Stock did not trade on Wednesday, closing price shown is last traded price.  
\*\*No P/E ratio is computed, company registered net loss.  
\*\*\*Stock split.

P/E ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through *Broadcasting's* own research. Earnings figures are exclusive of extraordinary gains or losses.



## Sony's Morizono: letting his works speak for him

Masahiko Morizono is reluctant to talk of his contributions to the development of such Sony broadcast products as U-matic video-tape recorders, electronic editing devices and the one-inch, helical-scan video-tape recorder. In Japan, the tradition of *amae* discourages taking personal credit for one's achievements. But American network customers for his products are not as reticent about "Mori" Morizono, general manager of Sony's video-products division.

"I'd put him among the top-10 engineers in the world," says Joseph Flaherty, vice president and general manager of engineering and development for CBS-TV. "A visionary" is what Julius Barnathan, vice president in charge of broadcast operations and engineering at ABC Television, calls Mr. Morizono.

His stature is no less worldwide. Mr. Morizono's engineering colleagues at the 10th International Television Symposium, held in June in Montreux, Switzerland (BROADCASTING, June 20), honored him with a special citation for his "outstanding personal contribution" to the development and success of electronic news-gathering techniques.

Mr. Morizono's work has not been ignored at Sony, either. When he joined the company in 1953, he was one of about 40 engineers among 180 employees. He is now a director on the Sony board and general manager of its video-products division, with responsibility for, among other things, overseeing the Atsugi plant near Tokyo, which itself employs 1,200 people, 250 of them engineers.

Mr. Morizono came to engineering via his first love, music. "In childhood I dreamt of being a musician," he says. "I loved sound. So when I made up my mind to be an engineer, I dreamt of being an acoustical engineer." He took his BS and MS degrees at the University of Tokyo school of engineering, and in 1951 joined the Permax company as a designer of phonograph pick-up cartridges, loudspeakers and amplifiers. He also wrote several papers and a basic book on early high-fidelity design. In 1953, during the early stages of Sony's talent raids on other Japanese electronics companies (an unheard-of practice in Japan at the time), Mr. Morizono joined Sony. His first assignment was to work on the final checks of portable open-reel audio recorders. "It was," he says, "a completely new world for me."

During his years at Sony, Mr. Morizono has worked on dozens of products—some audio, some video, some for consumer use and some for professionals. This is the



Masahiko Morizono—general manager, video products division, Sony Corp.; b. Jan. 26, 1926, Tokyo; University of Tokyo school of electrical engineering, BS, 1949, MS, 1951; Permax Corp., design engineer, 1951; Sony, staff engineer, 1953, general manager, professional recorder products, 1964, general manager, audio products, February 1971, general manager, recorder products, August 1971, present post, 1972; named director of board, 1971; married wife, Shizue, 1965; daughters, Keiko, 12, Kazuko, 10.

Sony pattern. Nick Lyons, in his book, "The Sony Vision," wrote, "If possible, the person is shifted every two or three years . . . . The result is well-placed managers who are not mere specialists, but widely knowledgeable specialists."

Mr. Morizono is clearly a forceful example of that policy's viability. From 1954 to 1957 he worked on, besides tape recorders, magnetic correlators for audio-wave analysis, analyzers of earthquake tremors, studio mixing consoles and dubbing systems, three-channel stereo systems and a cinerecorder for synchronizing perforated magnetic tape with 35mm film. He then helped establish Sony in the burgeoning consumer recorder field before moving into video for the first time as product manager for the transistorization of two-inch quad VTR's. In 1959 he became general manager in charge of developing for manufacture the first helical-scan VTR, invented by Sony's research division under Nobutosi Kihara. From there, Mr. Morizono returned to the audio division, where he helped develop Sony's stereo tape decks as well as the built-in microphone for cassette recorders.

But it was Mr. Morizono's appointment as head of the video-product division in 1972 that put him, unwittingly, on the threshold of exciting development in television technology. Under his direction,

Sony brought out its U-matic cassette recorders and electronic editing machines for the company's usual industrial and educational customers. But innovations in cameras and time-base correctors by other companies brought new customers—broadcasters—with new applications—ENG—to Sony's door. Broadcasters were urging Sony to upgrade its existing recorders specifically for television. But, according to Julius Barnathan, the campaign met with some initial resistance in the highest ranks at Sony, since the company generally has aimed its development projects toward the broader consumer market. It was, apparently, Mr. Morizono who sold Sony on the proposition.

"ENG was a radical idea then," says Joe Flaherty. "Most people didn't believe it would work. But it caught Mori's imagination immediately, and there wasn't anything he couldn't do. He saw this was an important concept, with the tape as the missing link, and he just did it."

It is the research teams at Sony, under the direction of Mr. Kihara and others, who are usually responsible for the raw technological innovations such as the U-matic and helical scan formats. It is Mr. Morizono who is responsible for putting those basic concepts into usable form, and he is credited with the fruition of Sony's broadcast line, which includes studio and portable one-inch VTR's, time-base correctors, cameras and accessories. Mr. Morizono also headed the Sony delegation to the Society of Motion Picture and Television Engineers committee meetings to establish compatibility standards with Ampex for the one-inch machines. "He always had the final word for Sony," says Fred Remley, chairman of the SMPTE committee. "All their people deferred to him. And if a problem came up and two people in the room knew the answer, he'd be one of them."

But, again, Mr. Morizono would not say any of this himself. He'll credit the broadcasters for their guidance, and his engineering staff for "working so hard." He won't say how hard he worked on the broadcast project, although Mr. Flaherty of CBS said that, while the project was under way, Mr. Morizono would often call him with questions during office hours in New York—when it would be the middle of the night in Japan.

Interestingly, Mr. Morizono is far less reticent to talk about his—or, rather, Sony's—dreams for the future in video electronics. "Frankly speaking," he says, "our philosophy is to replace the film application in broadcasting with video-tape recorders. Once this is done, this will have influence on the consumer. Our dream is to have everything with pictures done by video means. That is our goal."

## Back of the bus

The New York State Board of Regents followed what is getting to be a well worn path when, in adopting rules under which doctors, dentists and members of 27 other professions may advertise in New York, it specified that prices may be advertised in the print media but not on radio and TV. The potential for "hucksterism" and "abuse," a spokesman explained, is too great in the broadcast media (BROADCASTING, Aug. 1).

This is nonsense. The rationale may be a little balder, but it springs from the same sort of mentality that produced the ban on broadcast advertising, but no other kind, for cigarettes and that, more recently, would make it tougher for products containing saccharin to advertise on the air than to do so on paper. It is discrimination, pure and simple, and it serves no one but the favored media.

It is being opposed, of course, by various broadcaster organizations, and we hope they can undo the damage as successfully as they seem to have prevented its happening in the saccharin legislation thus far. In a slightly different form, and larger forum, it comes up this week and next in Chicago, where the American Bar Association is trying to develop guidelines for advertising by lawyers (who are outside the jurisdiction of the Board of Regents in New York). The proposals that have surfaced thus far would—again—treat radio and television differently from print.

This is obviously a fight that will have to be waged over and over. But the issue is simple: If it's fit to print, it's fit to say—and show.

## Farther back in the bus

For broadcasters, the most important item on the American Bar Association's agenda this week is not the proposal to permit lawyers to advertise, although that has attracted the principal publicity. It is a proposal for changes in the administration of the fairness doctrine. The proposal, which emerged from an ABA committee on communications more than a year ago (BROADCASTING, June 21, 1976), is to be submitted today (Aug. 8) as a resolution for adoption by the ABA House of Delegates.

The committee, which included a number of prominent members of the Federal Communications Bar under the chairmanship of Marcus Cohn, a senior practitioner in Washington, is portraying its recommendations as a liberalization of FCC rules. Broadcasters may think otherwise.

On the side of liberalization, the committee does indeed urge that the FCC's case-by-case enforcement of the fairness doctrine be abandoned and that a broadcaster's over-all record of fairness be judged only at license renewal time. It also proposes less government oversight over personal attacks, editorializing and alleged distortions or staging of news. Further, it correctly denounces as unconstitutional the Communications Act's prohibition against editorializing by noncommercial, educational licensees. Too bad the committee didn't stop there.

The committee's foremost proposal is that the FCC establish a minimum percentage of time that broadcasters must assign to programing other than entertainment or sports. The purpose, the committee says, is to achieve an "increased focus on the first requirement of the fairness doctrine (i.e., that the broadcaster devote a reasonable amount of time to the discussion of controversial issues of public importance)." The committee also suggests the "use of access programing to reduce the need for government oversight."

Both of those proposals would diminish the editorial indepen-

dence of the broadcaster, and the latter would cast him in the role of common carrier. When lawyers formally propose such results, their clients are disserved.

Worst of all, the committee has concluded that the fairness doctrine itself is constitutional. If that becomes the position of the ABA, it will be cited as a decisive argument by the advocates of government control whenever broadcasters seek relief from the doctrine in the courts. Such action by the ABA would not only set the fairness doctrine in cement but would also repudiate senior judges on both the U.S. Court of Appeals and Supreme Court who have begun expressing grave concern about increasingly apparent conflicts between the fairness doctrine and the First Amendment.

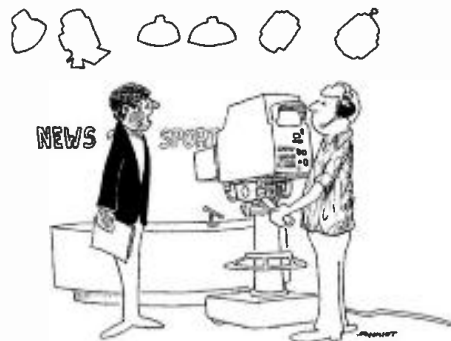
One member of the bar committee, Donald P. Zeifang, senior vice president of the National Association of Broadcasters, has taken issue with the committee's report. "In my view," said Mr. Zeifang, "the fairness doctrine is an abomination and should be repealed." That view ought not to be ignored at the ABA presentation.

## Fair and foul

The fairness doctrine in its most pernicious form will be on display for the next couple of months on WTOP-TV Washington in the guise of "public service" messages prepared by a small band of activists who are dedicated to the breakup of major oil companies. Those messages, as described in BROADCASTING a week ago, are blatant propoganda that makes no pretense of presenting any evidence to justify divestiture. They are reminiscent of the anti-Goldwater commercial—a little girl counting daisy petals while a mushroom cloud rises in the background—that caused a national furor during the Johnson-Goldwater campaign of 1964.

The break-up-the-oil-companies spots are on the air courtesy of the FCC, which ruled that WTOP-TV violated the fairness doctrine by carrying Texaco commercials that the commission judged to be defenses of the status quo. For reasons that this publication does not pretend to understand, WTOP-TV chose to accept the decision without appeal and, beyond that, to assist in the production of the anti-oil messages. Perhaps hair shirts are in vogue this year in Washington.

As the fairness doctrine is now administered, it seems to us that oil companies aside from Texaco have a legitimate complaint about the spots now running. How is the FCC to answer that if it comes? Can anybody really believe that the fairness doctrine serves its alleged purpose of public enlightenment?



Drawn for BROADCASTING by Jack Schmidt

*"Can you cut the red back a bit until my sunburn clears up?"*



## ***KMEG-TV IS BMOC***

Practical experience can be a big help to students of broadcast journalism. But, because of the financial limitations of Sioux City's Morningside College, the expensive equipment needed was not available.

When KMEG-TV's station manager learned of the situation, he offered his studio facilities and technical assistance to the students. Under the watchful eye of professional crewmen, they were given the opportunity to produce their own television newscast.

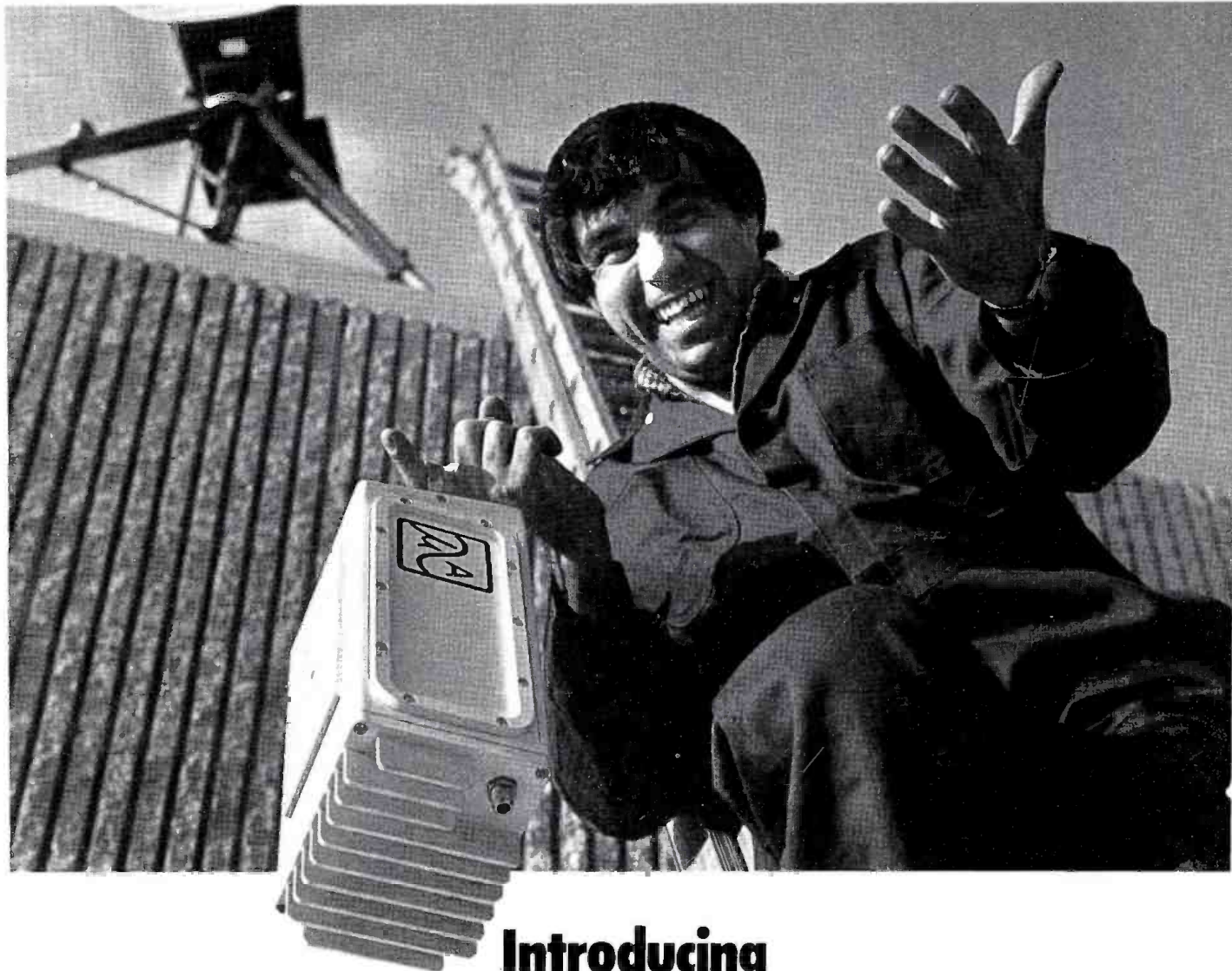
Excitement generated by the project was so great the college hopes to make it a regular part of the course. The Director of Mass Communications wrote to thank KMEG-TV for helping to "bridge the gap between the classroom and the professional environment."

Responding to the educational needs of their audience is all part of the Fetzer tradition of total community involvement.



### *The Fetzer Stations*

	<b>WKZO</b> Kalamazoo	<b>WKZO-TV</b> Kalamazoo	<b>KOLN-TV</b> Lincoln	<b>KGIN-TV</b> Grand Island	
<b>WWTV</b> Cadillac	<b>WWUP-TV</b> Sault Ste. Marie	<b>WJFM</b> Grand Rapids	<b>WKJF(FM)</b> Cadillac	<b>WWAM</b> Cadillac.	<b>KMEG-TV</b> Sioux City



## Introducing two new ways to get the lighter side of the news.

Microwave Associates' MA-2CP and MA-2EP.

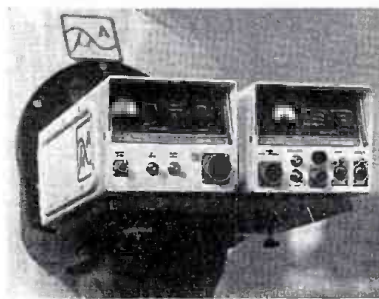
They're by far the lightest, easiest to carry, simplest to use and maintain portable microwave radios to move onto the market.

Because they're so light, the 2 watt MA-2CP and 8 watt MA-2EP open up a new era of flexibility in news gathering at 2GHz. You can go almost anywhere the news is.

Both models have a unique frequency offset capability that gives you a total of 21 microwave channels. Three times the frequency agility of older models.

If you want, we also offer the 2CP and 2EP in 1-channel and 7-channel versions.

In addition, the MA-2EP provides sophisticated diagnostics, switch-selectable tuning and the opportunity of mounting the



RF head up to 30 feet away.

Both the MA-2CP and MA-2EP are engineered with people in mind. And each system is compatible with all our Portable Line accessories.

So if you need two great little portables for ENG remotes, write or call for the complete details.

The MA-2CP. And the MA-2EP.

They're guaranteed to give your news gathering a nice, light touch. Microwave Associates, Communications Equipment Group, Burlington, MA 01803. 617-272-3100.



**MICROWAVE  
ASSOCIATES**