

A special report on AMST at 21:
Getting ready for the second generation

Broadcasting Jan 16

The newsweekly of broadcasting and allied arts

Our 47th Year 1978

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One Woman's Network.



WTEN Albany-Schen-Troy
KOB-TV Albuquerque
KVII-TV Amarillo
KTVA Anchorage
WHMA-TV Anniston
WSB-TV Atlanta
KTBC-TV Austin
WBAL-TV Baltimore
WRBT Baton Rouge
KJAC-TV Beaumont-Port Arthur
WBNG-TV Binghamton
WAPI-TV Birmingham
KTVB Boise

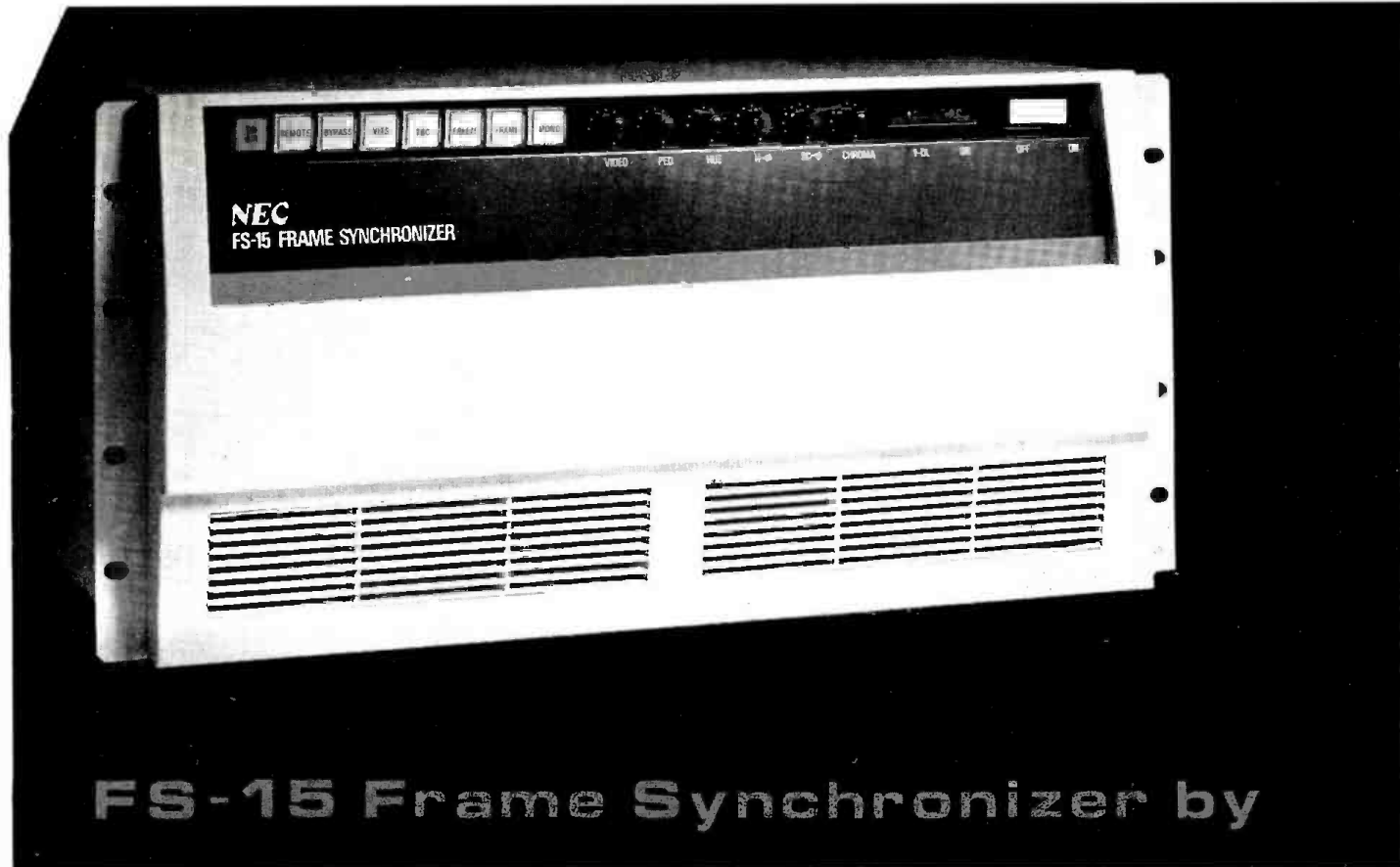
WLVI-TV Boston
KCRG-TV Cedar Rapids-Waterloo
WCIA Champ-Spring-Dec
WCIV Charleston, SC
WOWK-TV Charleston-Huntington
WRET-TV Charlotte
WMAQ-TV Chicago
WXIX-TV Cincinnati
WKYC-TV Cleveland
WOLO-TV Columbia, SC
WBNS-TV Columbus, Ohio
KRIS-TV Corpus Christi
KTVT-TV Dallas-Ft. Worth
WHBF-TV Davenport-RI-Moline
WHIO-TV Dayton
KOA-TV Denver
CBET Detroit-Windsor
KDAL-TV Duluth-Superior
WEAU-TV Eau Claire
KVIA-TV El Paso
WJET-TV Erie
KVAL-TV Eugene
WTVW Evansville
KXJB-TV Fargo
WJRT-TV Flint-Saginaw-Bay City
WBBH-TV Ft. Myers
WANE-TV Ft. Wayne
KMJ-TV Fresno
WCJB Gainesville
WOTV Grand Rapids-Kalamazoo
WLUK-TV Green Bay
WFMY-TV Greens-W Salem-H Pt.
WFBC-TV Greenville, SC
WTPA Harrisburg-York-Lan-Leb
WFSB-TV Hartford-New Haven
KPRC-TV Houston
WKUR-TV Huntsville-Dec-Florence
KID-TV Idaho Falls-Pocatello

WISH-TV Indianapolis
WILX-TV Jackson-Lansing
WJXT Jacksonville
WJAC-TV Johnstown-Altoona
KMBC-TV Kansas City
WATE-TV Knoxville
KATC Lafayette, La.
KPLC-TV Lake Charles
KGNS-TV Laredo
KLAS-TV Las Vegas
WTVQ-TV Lexington
KATV Little Rock
KNBC Los Angeles
WHAS-TV Louisville
WISC-TV Madison
WLUC-TV Marquette
WCIX-TV Miami
WITI-TV Milwaukee
WTCN-TV Minneapolis
KTVE Monroe-El Dorado
WTVF Nashville
WWL-TV New Orleans
WNBC New York
WTAR-TV Norfolk-Ports-N News
KMID-TV Odessa-Midland
KWTV Oklahoma City
KMTV Omaha
WDBO-TV Orlando-Daytona Beach
KTVO Ottumwa-Kirksville
WMBD-TV Peoria
WTAF-TV Philadelphia
KTAR-TV Phoenix
WIICTV Pittsburgh
WMTW-TV Portland-Poland Spring
KATU Portland-Salem
WJAR-TV Providence-New Bedford
WTVD Raleigh-Durham
KOLO-TV Reno
WXEX-TV Richmond
WHEC-TV Rochester

WIFR-TV Rockford
KOVV Sacramento-Stockton
KTVI St. Louis
KMST Salinas-Monterey
KUTV Salt Lake City
KSAT-TV San Antonio
KCST-TV San Diego
KRON San Francisco
KCOY-TV Santa Barbara-Santa Maria
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KIRO-TV Seattle-Tacoma
WHMB-TV South Bend-Elkhart
KHQ-TV Spokane
WSYR-TV Syracuse
WSYR-TV Tampa-St. Petersburg
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WECT Wilmington
KAPP-TV Yakima
WFMJ-TV Youngstown

“The Mary Tyler Moore Show”





NEC

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The Week in Brief

THIS IS WAR □ Westinghouse's McGannon says "no more." His stations won't let the networks take additional time for advertising over Jan. 1 levels. **PAGE 27.**

GO FOR ALLBRITTON □ WJLA-TV and KOMO-TV deal passes FCC muster, 5 to 2. **PAGE 28.**

PEACE IN PR. □ The here and the now—short-term goals and the budget—are NAB board priorities for its meeting this week in Puerto Rico. No major problems are anticipated. **PAGE 29.**

FINAL FORUM □ Supreme Court grants cert in WBAI "seven dirty words" case. **PAGE 30.**

THE WORK AHEAD □ The FCC staff contemplates a busy three months as it prepares an extended agenda. **PAGE 31.**

FEE FORMULA □ The FCC thinks it's on its way to a plan for refunding several million dollars in fees. **PAGE 32.**

HERE WE GO AGAIN □ HEW's Califano launches an assault on cigarette smoking and guess whom he's asking to help. **PAGE 33.**

AMST AT 21 □ Since 1956, the Association of Maximum Service Telecasters has been in the forefront of the battle against invasions of the television preserve. From the start, Lester Lindow headed the association's successful efforts on the Washington front. Mr. Lindow retires later this year and will turn the reins over to Tom Paro. So as the guard changes, this special report focuses on the history of AMST and the story of the men who labored in its behalf. **PAGE 35.**

BROADCAST REVENUES □ The Commerce Department reports industry totals topped \$8 billion in 1977, a 13% rise over 1976. It also predicts a 12% further growth in 1978. **PAGE 46.**

TRY IT AGAIN □ With seven broadcasters declining nominations to the National Association of Broadcasters radio and TV board, a new slate of nominees is offered. **PAGE 46.**

SELF-REGULATION □ An analysis by the National Association of Broadcasters of TV station renewal applications at the FCC reveals that most stations are

complying with TV code standards in advertising to children. **PAGE 47.**

CALENDAR CONFUSION □ An appeals court reverses the FCC's refusal to accept a late-filed application for an FM facility. The applicant had claimed that there had been a mix-up over the deadline, caused by the dual observance of Veterans Day. **PAGE 50.**

OUTSIDE OPINION □ Representatives of foreign countries tell a PTA panel how violence on television is handled abroad. Many of their comments are laced with criticism of American programs and attitudes. **PAGE 51.**

ALSO ON VIOLENCE □ The National Parent Teachers Association releases a summary of its report on TV violence that recommends more monitoring, protests and buyer boycotts. **PAGE 52.**

CBS-TV KEEPS JUGGLING □ Additional prime-time changes are made, countermanding earlier switches that had not yet gone into effect. **PAGE 52.**

BACK COURT PRESS □ A disgruntled fan files a class action suit against WITI-TV Milwaukee because it doesn't pick up CBS's pro basketball series. Station also gets a protest from a local group that charges decision amounts to black discrimination. **PAGE 54.**

SOUND ADVICE □ And that sound should be radio, according to top RAB officials addressing the National Retail Merchants Association convention in New York. They offer facts, figures and case histories to buttress their point. **PAGE 55.**

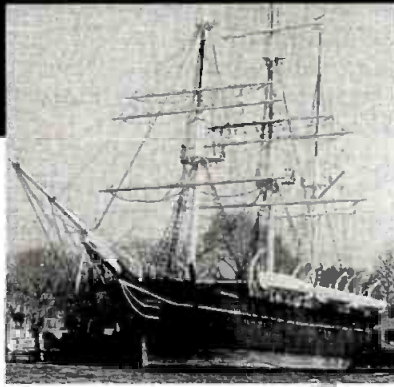
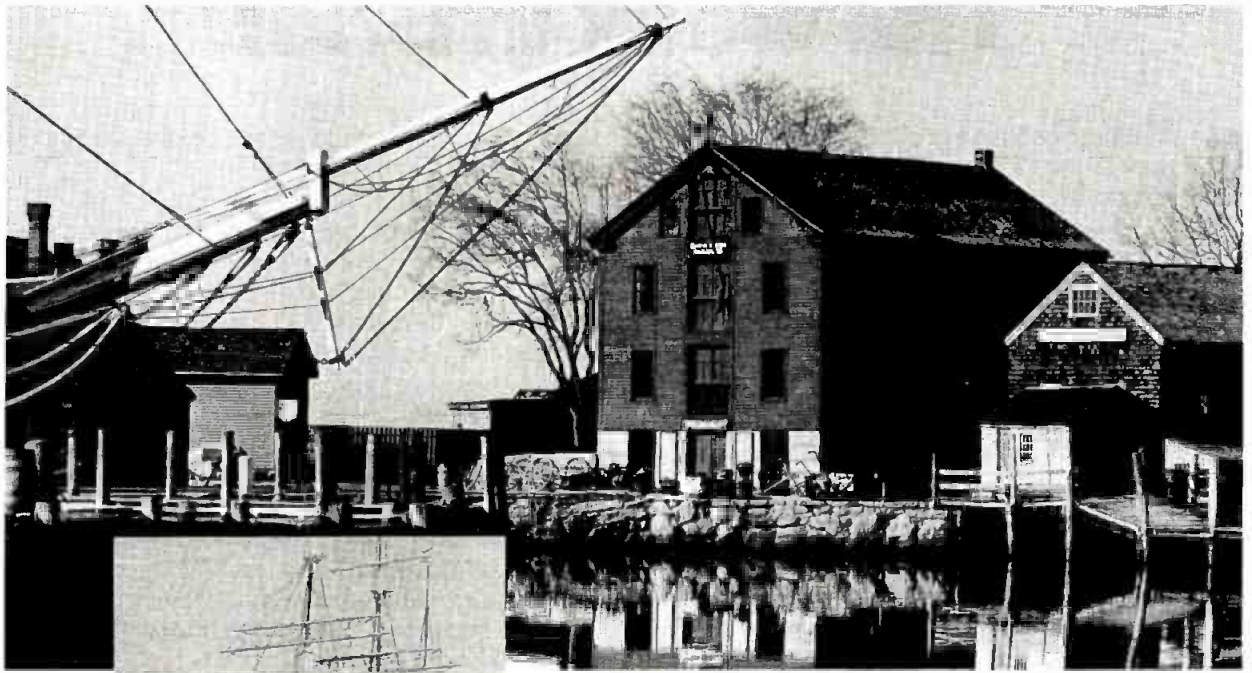
DOUBLE SETBACK □ The Supreme Court takes a slightly different stance in refusing to overturn two 'gag' orders. **PAGE 58.**

SUPER BOWL EXTRAS □ CBS-TV's coverage of the big game includes introduction of its Electronic Palette and Action Track. **PAGE 60.**

DEDICATED DRUM BEATER □ Sy Cowles knows that TV is its own best billboard and that program promotion is integral to the success of a network's schedule. As vice president, creative services, for ABC-TV, he combines that knowledge with a quarter century of experience to get that job done for that network. **PAGE 61.**

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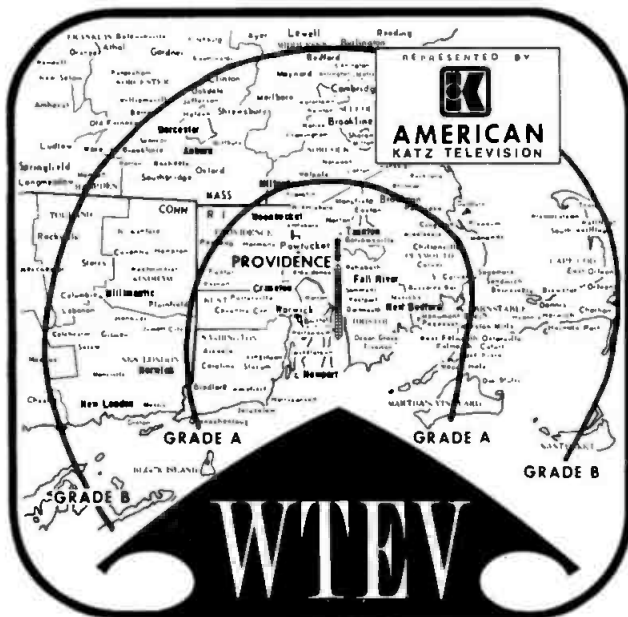
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Famous Landmarks

The bowsprit of an old whaler, the Charles W. Morgan, points majestically to some of the exhibit buildings at the popular Mystic Seaport maritime museum at Mystic, Conn. The ancient vessel (inset), the last surviving wooden whaler in America, has been designated a National Historic Landmark and now serves as the outstanding tourist attraction at the museum.

To cover the Providence DMA—use WTEV



This progressive station delivers unique, uniform coverage in one of the country's major market areas. Its effective buying income is \$9,276,155,000; retail sales are \$5,051,362,000. To assure maximum returns from your advertising dollars spent in the Providence DMA you need WTEV. Be sure that it is on your media list.

WTEV 6

STEINMAN TV STATION



ACBS AFFILIATE

PROVIDENCE, R.I.
NEW BEDFORD-FALL RIVER, MASS.
NEW LONDON, CONN.

Vance L. Eckersley, Manager

Another Steinman TV Station **WGAL-TV** Lancaster - Harrisburg - York - Lebanon, Pa.

Closed Circuit®

Insider report: behind the scene, before the fact

Bulge in bureaucracy

National Telecommunications and Information Administration, scheduled to come into existence in next couple of months, is in President Carter's budget for 1979, due out Jan. 23, for some \$12 million. This would provide new Commerce Department unit with 310 positions. Although NTIA is being treated in part at least as streamlining measure, new unit would cost more than two offices from which it is being created—White House Office of Telecommunications Policy and Commerce's Office of Telecommunications. Their combined budgets for fiscal 1978 total about \$9 million and provide for 280 positions. Major element in NTIA budget, reportedly, involves resources for economic analysis in common carrier field.

Reinsch for DSA?

If overwhelming weight of endorsements prevails, J. Leonard Reinsch, incumbent chairman and retired president of Cox Broadcasting Corp., will win Distinguished Service Award of National Association of Broadcasters, to be presented at annual convention in Las Vegas, April 9-12. Number of previous winners of broadcasters' highest award, established in 1953 with David Sarnoff as first recipient, reportedly are among those supporting selection of 69-year-old Atlanta broadcaster. Recommendation of NAB convention committee will go before NAB's joint board meeting in Puerto Rico this week.

Back to blackouts?

Super Bowl yesterday marked end not only of 1977 football season, but also of NFL's agreement with Congress to voluntarily abide by expired sports broadcasting blackout law. Without law, which required four major pro sports leagues to offer home games to local television if sold out 72 hours in advance, NFL could legally revert to keeping home games off air. As practical matter, reaction of sports fans scorned in such move would probably deter league from reverting completely.

In Congress, where permanent extension of antiblackout policy almost became law in 1976, neither House nor Senate Communications Subcommittee has lifted finger to revive legislation. House subcommittee blames Senate for blocking passage before and, because of Communications Act rewrite, isn't eager to start work again on measure without some sign of interest from Senate. New leadership there—subcommittee

chairman, Ernest Hollings (D-S.C.), and prospective new Commerce chairman, Howard Cannon (D-Nev.)—wasn't actively involved with issue in 1976. They'll consider next move some time this year, staffers say.

Checking the load

At station request, all three TV networks have been monitored by National Association of Broadcasters Code Authority for compliance with code's commercial time standards, and indications are networks came out about like most stations that are monitored. Nobody, or almost nobody, is found 100% in compliance when monitored over extended period, according to code source, but excesses are often attributable to mistakes, misunderstandings or misinterpretations rather than deliberate violation. Apparently that was finding as to networks too.

Stations that asked for monitoring reportedly included some code board members. Stations weren't identified, except source said they were not connected with Westinghouse Broadcasting Co., which has launched new drive against what it considers network overcommercialization (story page 27).

Dazzled

Glamour of communications is reflected in hordes of law school graduates seeking jobs with FCC. Commission official says some 2,500 students due to graduate this year have expressed interest in working for commission—which has had only 12 openings for which they can compete. And many candidates are said to be among leaders of their respective classes. Some also have experience in field—as disk jockeys, for instance, or as telephone company employees. Law school students' interest in commission is growing; last year, 2,000 graduating students were interested in FCC jobs.

But future is not entirely bright for commission recruiters; tough new conflict of interest regulations being proposed by ethics committee of District of Columbia Bar Association (BROADCASTING, Dec. 19, 1977), some officials feel, might cool students' ardor for government employment.

CPB candidates

Movement to name successor to Henry Loomis, retiring president of Corporation for Public Broadcasting, is quickly accelerating as some members of CPB board's search committee rush to beat seating of five new board appointees due

to be named by White House in March. One member of search committee said it was proceeding "vigorously forward" with selection process but doubted it would have candidate by March. But he also doubted that President Carter would make March deadline.

Although those involved are keeping names of possible candidates close to their vests, those reported to be under consideration include Ward Chamberlain, president of WETA-FM-TV Washington; Bill McCarter of WTTW(TV) Chicago; David M. Davis of Ford Foundation, and Richard C. Block, chairman of Council for UHF Broadcasting and former head of Kaiser Broadcasting. Officials insist White House is keeping out of it.

Quello's formula

Whatever FCC may officially propose to House Subcommittee on Communications in latter's stem-to-stern review of Communications Act of 1934, Commissioner James H. Quello will have suggestions of his own based not only on his FCC service but also as only commissioner with experience as broadcaster (WJR-AM-FM Detroit). He's working on presentation for Subcommittee Chairman Lionel Van Deerlin.

Mr. Quello is disposed to favor elimination of three-year license tenure, but with stations subject to attack for cause; forfeitures running into six figures for violations, as being meaningful but short of revocation; filing fees and license fees that he feels justifiable, and, above all, recognition of applicability of First Amendment to broadcast media, with elimination of Section 315 and fairness doctrine.

Change of tone

New session of Congress may find Senate Communications Subcommittee with new conservative voice—that of Barry Goldwater (R-Ariz.). Senator has put in formal application for seat on Communications; he would give up current assignment on Surface Transportation Subcommittee. Avid ham radio operator, Mr. Goldwater is versed on technical issues in communications. He has bill in to set new standards for reducing noise interference to television from citizen band radios.

Addition of Republican may prompt addition of one or more Democrats to subcommittee to maintain party balance. But it's possible, by agreement of leadership, to simply add Mr. Goldwater. Result will be known within week or two of Senate's return Thursday.

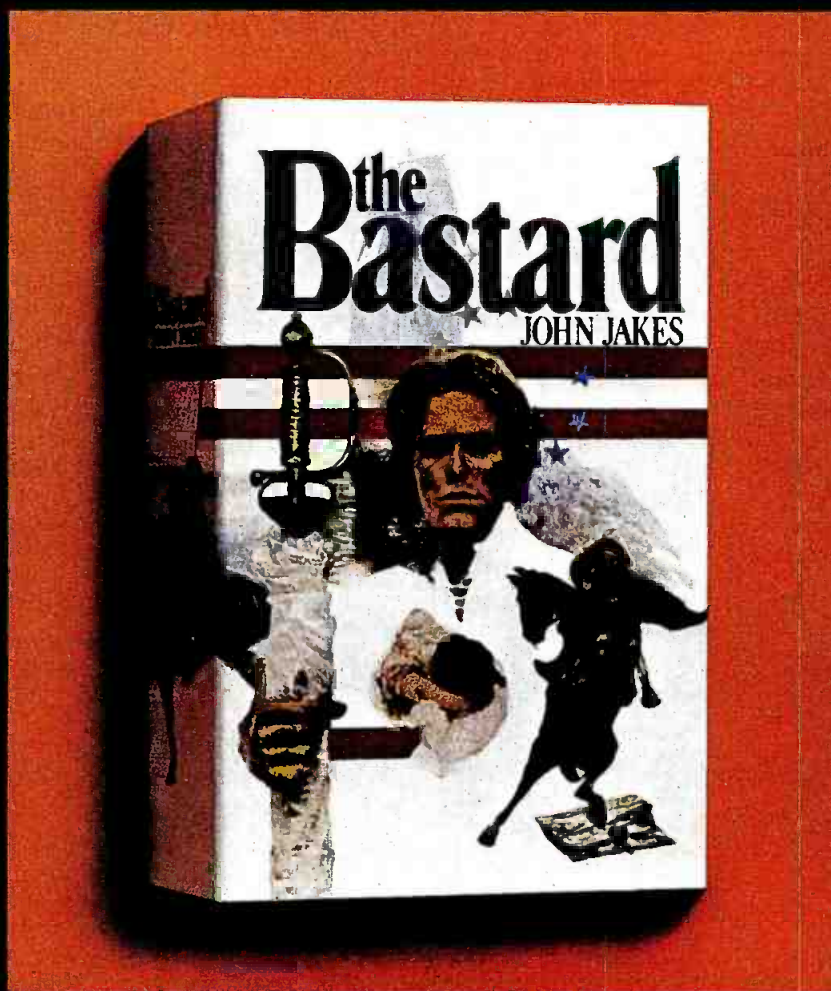
**Operation Prime Time
present three gigantic**

**In May '78 —
John Jakes' towering best**

**For July 1978 —
And in November 1978 —**

and mca tv/Universal
novels nationwide!

seller.



3,000,000 copies sold!
18,000,000 of the John Jakes series sold!

Erwin Shaw's "Evening In Byzantium"!
A soon-to-be-named major best-seller!

MCA TV

TV only

General Electric □ Company sponsors CBS-TV drama special, *See How She Runs*, Feb. 1 (9-11 p.m. NYT) through BBDO. Special will feature Academy-award winner Joanne Woodward who portrays woman attempting to complete 26-mile Boston marathon.

Kemper Insurance Companies □ Property and casualty insurance group launches four-month TV campaign beginning in early March. J. Walter Thompson, Chicago, is seeking spots in 65 markets during news and late fringe time. Target: men, 25-64.

Connecticut General Insurance □ Company slates 14-week TV promotion beginning this month. Cunningham & Walsh, New York, is placing spots in Atlanta and Houston during news and prime time. Target: total men.

Fayva □ Shoe store chain plans 12-to-14-week TV flight beginning in early

Rep appointments

- WRQC(AM)-WRCH(FM) Hartford, Conn.: Eastman Radio, New York.
- WOKT(AM) Newport News-WORK(FM) Norfolk, both Virginia: Selcom Inc., New York.
- WANN(AM) Annapolis, Md.: R.A. Lazar & Co., Chicago.
- WMYQ-AM-FM Newtohn, Miss.: Jack Bolton Associates, Atlanta.

March. Arnold & Co., Boston, is buying spots in 19 markets during day, fringe and prime time. Target: adults, 12-34.

Presto □ Food products group features its Mocha Mix in 10-week TV campaign beginning this week. Telecaters, Los Angeles, will select spots in 12 markets during day, fringe and prime access time. Target: total women.

Chesebrough-Pond's □ Q-tips cotton swabs starts nine-week TV promotion this month. Ogilvy & Mather, New York, will

seek spots in about 18 markets during prime time. Target: total women.

Homelite □ Division of Textron will feature its chain saws in nine-week TV push starting late this month. SFM Media, New York, will handle spots in 36 markets during news and sports time. Target: men, 25-49.

Allen Products □ Division of Liggett & Myers highlights its Alamo dog food in eight-week TV promotion beginning this month. Weightman, Philadelphia, will buy spots in 20 markets during day and prime time. Target: women, 25-49.

Colgate-Palmolive □ Company features its toothpaste in eight-week TV drive beginning late this month. Ted Bates, New York, is buying spots in about 20 markets during early fringe time. Target: women, 18-49.

Collins & Aikman □ Fabrics manufacturer will schedule eight-week TV push beginning in late March. Western International Media, New York, will select spots in nine markets during news and sports time. Target: men, 35 and over.

Ralston Purina □ Pet food division focuses on its beef bacon and cheese dog foods in four two-week TV flights later this month and in early February, March and April. Della Femina, Travisano & Partners, New York, will arrange spots in Columbus and Dayton, both Ohio, during day time. Target: total women.

ADA □ American Dairy Association plans eight-week TV drive beginning in late January for milk. D'Arcy-MacManus & Masius, Chicago, is buying spots in 60-65 markets during day, fringe and prime time. Target: women, 18-49.

Nabisco □ Junior Mints candy gets eight-week TV promotion beginning in early March. Arnold & Co., Boston, is placing spots in about 12 markets during prime and early fringe time. Target: adults, 12-34.

Frito Lay □ Snack food company focuses on its Cheetos in eight-week TV promotion starting this month. Young & Rubicam, New York, is seeking spots in 29 markets during day and prime time. Target: women, 18-34.

Monarch Wine □ Manischewitz light wine will get seven-week TV push starting in late February. Savitt Tobias Balk, New York, will place spots in about 65 markets during fringe and prime time. Target: total adults.

Dow Chemical □ Zip-loc storage bags

The Honeymooners

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

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

This is the original! Often imitated but never equalled.

will be promoted in two three-week TV flights starting in mid-January and late February. Della Femina, Travisano & Partners, New York, will place spots in about 25 markets during late news, late fringe and daytime. Target: total women.

American Cyanamid □ Consumer products division will highlight its Lemon-Sol room deodorant in six-week TV promotion starting in late January. Bozell & Jacobs, New York, will buy spots in Buffalo and Rochester, both New York, during all day parts. Target: women, 25-54.

American Optical Corp. □ Subsidiary of Warner-Lambert schedules six-week TV buy starting this month. Young & Rubicam, New York, is purchasing spots in three markets during day, early news and late fringe time. Target: adults, 35 and over.

National Airlines □ Airline schedules four-to-five-week TV flight beginning in late March. Ted Bates, New York, is placing spots in five markets during fringe and prime time. Target: adults, 25-49.

Pacific Gas & Electric □ Public utility places four-week TV flight beginning this month. BBDO, San Francisco, will handle spots in seven markets during fringe and prime time. Target: total adults.

Colgate-Palmolive □ Foam bath product is subject of four-week TV drive beginning this month. SFM Media, New York, will seek spots in 15 markets during children's and early fringe time. Target: children, 2-11.

White Lily Foods □ White Lily flour gets four-week TV push starting late this month. Tucker Wayne & Co., Atlanta, will place spots in 15 markets during prime time. Target: women, 25-49.

G.D. Searle & Co. □ Consumer products division features its Metamucil laxative in four-week TV campaign beginning late this month. Needham, Harper & Steers, Chicago, will handle spots in 11 markets during fringe time. Target: men and women, 50 and over.

Gino's □ Restaurant chain slates four-week TV buy starting in this month. Weightman Advertising, Philadelphia, is scheduling spots in five markets during prime, news and late fringe time. Target: men and women, 18-34.

Ryan Homes □ Residential home builder schedules three-week TV campaign starting this month, costing approximately \$150,000. Howard Swink, Marion, Ohio, is scheduling spots in 15 markets during day and fringe time. Target: adults, 18-34.

Andrea Raab □ Nail cosmetic company features its nail wand in three-week TV push beginning this month. A. Eicoff & Co., Chicago, is placing spots in 10 markets during all day parts. Target: total women.

Taylor Wine □ Division of Coca-Cola will feature its Taylor sherry in three-week TV drive beginning in mid-February. Kenyon & Eckhardt, New York, will buy spots in 20 markets during fringe time. Target: total adults.

Newsweek □ Magazine slates two-week TV subscription promotion beginning in early February. Sheldon Communications, New York, is placing spots in six markets during all day parts. Target: adults, 18-49.

3M Co. □ Magnetic tape will be promoted in two-week TV drive starting late this month. BBDO, Minneapolis, will schedule spots in about 12 markets during fringe and prime time. Target: men and women, 18-34.

Bryan Packing Co. □ Division of Consolidated Foods plans eight-week TV promotion for its canned meat products beginning this month. Cargill, Wilson & Acree, Atlanta, is scheduling spots in 13 markets during prime time. Target: women, 18-49. Agency was incorrectly identified in BROADCASTING Jan. 9.

Radio only

Air Jamaica □ Jamaican airline launches eight-week radio push in late January. Ketchum MacLeod & Grove, New York, is buying spots in Chicago, Miami, New York and Philadelphia. Target: adults, 35-49.

Atlanta Corp. □ Food products group will highlight its canned ham in five-week radio push starting in mid-January and early February. Norman Robert Associates, Philadelphia, will place spots in Los Angeles and San Francisco. Target: women, 25-54.

Bermuda Tourist Bureau □ Tourist agency arranges four-week radio

campaign starting late this month. Foote, Cone & Belding, New York, is scheduling spots in five markets including Boston and Philadelphia. Target: adults.

Max Factor □ Cosmetics company will feature its Pure Magic line in two-week radio flight beginning in late January. Reel Advertising, Los Angeles, will place spots in 42 markets including Denver, Miami, Phoenix, Pittsburgh and San Antonio, Tex. Target: women, 18-24.

Radio-TV

British Airways □ Airline schedules eight-week TV and radio buy starting in mid-February. Tinker, Campbell-Ewald, New York, will arrange TV spots in eight markets and radio spots in 12 markets including Boston, Chicago, Detroit and Miami. Target: men, 35-64.

Gorton □ Subsidiary of General Mills slates two four-week TV and radio flights starting in mid-January and late February for its fish sticks. Daniel & Charles, New York, is scheduling TV spots in 50 markets and radio spots in 28 markets, including Boston, Cleveland, Pittsburgh and San Francisco. Target: women, 18-49.

Iroquois Brands □ Food products group arranges four-week TV and radio campaign beginning in early February for its Champale malt beverage. SFM Media, New York, is handling spots in 36 markets including Boston, Houston, Kansas City, Mo., and Pittsburgh. Target: adults, 18-34.

Qulp Systems □ Division of Exxon Enterprises schedules four-to-five-week radio and TV promotion beginning this month for its business equipment. Creamer Lois/FSR, New York, is seeking spots in about 40 markets including Boston, New Orleans, Salt Lake City and Chicago. Target: men, 25-54.

BAR reports television-network sales as of Dec. 18

ABC 1,200,480,100 (34.2%) □ CBS 1,165,742,800 (33.3%) □ NBC 1,137,226,100 (32.5%)

Day parts	Total minutes week ended Dec. 18	Total dollars week ended Dec. 18	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.	178	\$1,167,400	7,587	\$ 50,138,700	\$ 38,102,000	+31.6
Monday-Friday 10 a.m.-6 p.m.	1,002	17,184,900	50,376	770,406,600	623,485,100	+23.6
Saturday-Sunday Sign-on-6 p.m.	308	10,846,800	15,195	401,185,400	333,021,800	+20.5
Monday-Saturday 6 p.m.-7:30 p.m.	106	4,800,500	5,016	195,867,000	156,036,400	+25.5
Sunday 6 p.m.-7:30 p.m.	20	1,413,000	1,056	57,329,400	47,643,800	+20.3
Monday-Sunday 7:30 p.m.-11 p.m.	408	40,741,400	20,994	1,787,494,100	1,487,124,400	+20.2
Monday-Sunday 11 p.m.-Sign-off	229	5,599,300	10,547	241,027,800	214,254,300	+12.5
Total	2,251	\$81,753,300	110,771	\$3,503,449,000	\$2,899,658,800	+20.8

Source: Broadcast Advertisers Reports

Monday Memo[®]

A broadcast advertising commentary from Ralph E. Becker, executive VP, Rust Craft Broadcasting, Pittsburgh

Primer for a pitch: be properly prepared

The intent of this checklist for preparing and presenting TV availabilities is stated in words by Benjamin Franklin: "By failing to prepare, you are preparing to fail."

Sales representatives may find most of these proceedings routine, but failure to attend to many of the less obvious procedures often can reduce sales effectiveness. Obtaining complete information is the initial step toward closing a sale.

Without information, sales representatives are vulnerable on arriving at a buyer's office. Don't be trapped by the obvious or the over simplified. This guide is designed to discipline the thought processes. Not every item will always apply, but take time to prepare your presentation thoroughly and accurately.

Learn everything possible about your customer. All businesses have a marketing plan even if they don't recognize it. Sales representatives must recognize and comprehend their prospect's marketing plan.

Accepting a request for TV availabilities.

1. Establish the corporate name of the advertiser.
2. Determine the specific products or services to be advertised.
3. Identify the agency authorized to place business on behalf of the advertiser; include correct mailing address and telephone number.
4. Record the name of the buyer responsible for buying decisions.
5. Obtain the start date and the number of weeks (or specific end date) of the schedule.
6. Ascertain the total TV budget for the market in terms of dollars (or gross rating points if dollars are not available).
7. Note the broad dayparts preferred: daytime, early fringe, prime time, late fringe or combination of day parts.
8. Know the length of announcements. If a combination of lengths, clarify distribution.
9. Is there a preference to break positions, or participations within programs?
10. Inquire if horizontal and vertical rotations or orbits are acceptable to the buyer.
11. Establish the source of research data—Arbitron or Nielsen—and obtain the specific monthly report. (Make certain all stations are submitting on the same rating book.)
12. Learn the audience data required—metro ratings, ADI (or DMA) ratings, television households, total women, women 18-49, etc. Get specific demographics and determine which is most influential in arriving at the buying decision.
13. Establish subjective criteria such as



Ralph E. Becker is executive vice president of Rust Craft Broadcasting Co. and subsidiaries. He joined Rust Craft as general manager of WJKS-TV Jacksonville, Fla., in March 1972 and was elected vice president and general manager of the station late in 1972. He was named vice president-television in November 1973 and named executive vice president in February 1977. Six television and 11 radio stations licensed to Rust Craft are his principal responsibility. Those stations are presently being sold to Ziff-Davis Publishing for \$69 million, pending approval by the FCC (BROADCASTING, Sept. 19, 1977). This "Monday Memo" appears as an exception to the editorial rule limiting this space to commentary from the agency and advertiser universe.

- program preferences. Commercial copy may be more desirable in certain program environments. This can be done by inquiring, "Are any particular types of programs (drama, variety, news, sitcoms, talk) preferred?" Or, "Are there any types you wish to avoid (sex or violent movies, controversial programs, etc.)?"
14. Was a pre-buy decision made on the number of stations to be bought? If so, how many?
 15. Determine if more than one proposal should be submitted at different budget levels.
 16. Ascertain if all competing stations will be equated on an equal basis. This is particularly important if the buyer is prejudiced toward UHF and/or independent stations. If there is a prejudice, the buyer should be asked to support that position with facts, not assumptions.
 17. Know precisely when availabilities are due. Make a specific appointment to present avails. Be positive in setting appointments and reconfirm if in doubt.

Preparing the presentation.

1. Research prior and current Broadcast Advertising Reports to get a feel of past TV activity—stations used, time periods, programs, length of announcements, etc. Check the station file on past activity and examine prior presentations if available.
2. Items one through five of the previous section and the sales representatives' name, station call letters, address and telephone number and source of research data must head a thorough presentation.
3. Quote availabilities by day, time, program, audience measurement data and cost—in that order. Specify dates of one time only availabilities. Unit prices are inappropriate in packages.
4. Clearly define the number of announcements being offered in each time period; denote horizontal, vertical or orbit rotations when applicable.
5. If the program rating or time period rating data is used, designate as such. Indicate the name of the program previously in the time period, if advantageous.
6. Make certain all audience data is accurate. Never quote research data or use information unless you understand it yourself. Clearly indicate the source of research statistics or presentations.
7. Compute costs-per-thousands of all demographics for each availability. Complete a C-P-M analysis of probably competing availabilities. This will assist the buyer, and as a sales representative you can determine if you are submitting a competitive schedule.
8. Make certain the length of announcements (or time periods) is clear.
9. State clearly the total weekly cost.
10. Designate first run, color programs or any other factors (competitive scheduling, highest rating in the time period, etc.) that enhance availabilities.
11. Summarize your schedule using the most salient points of your presentation; i.e., total number of announcements per week, number of prime time announcements, total homes, C-P-M homes, total women, C-P-M women, cost per rating point, etc.
12. If rating estimates are used, write the complete rationale for each estimate and attach to the availabilities. Explain your methodology in arriving at estimates.
13. Attach the program information sheets for each program offered. Never assume buyer familiarity with programs.
14. Attach any material related to station programing, rates and promotion. Make a habit of including current program schedules, rate cards and the latest evidence of promotion efforts: *TV Guide*, newspaper

Continues on page 14



96 AM
98 FM

KABL

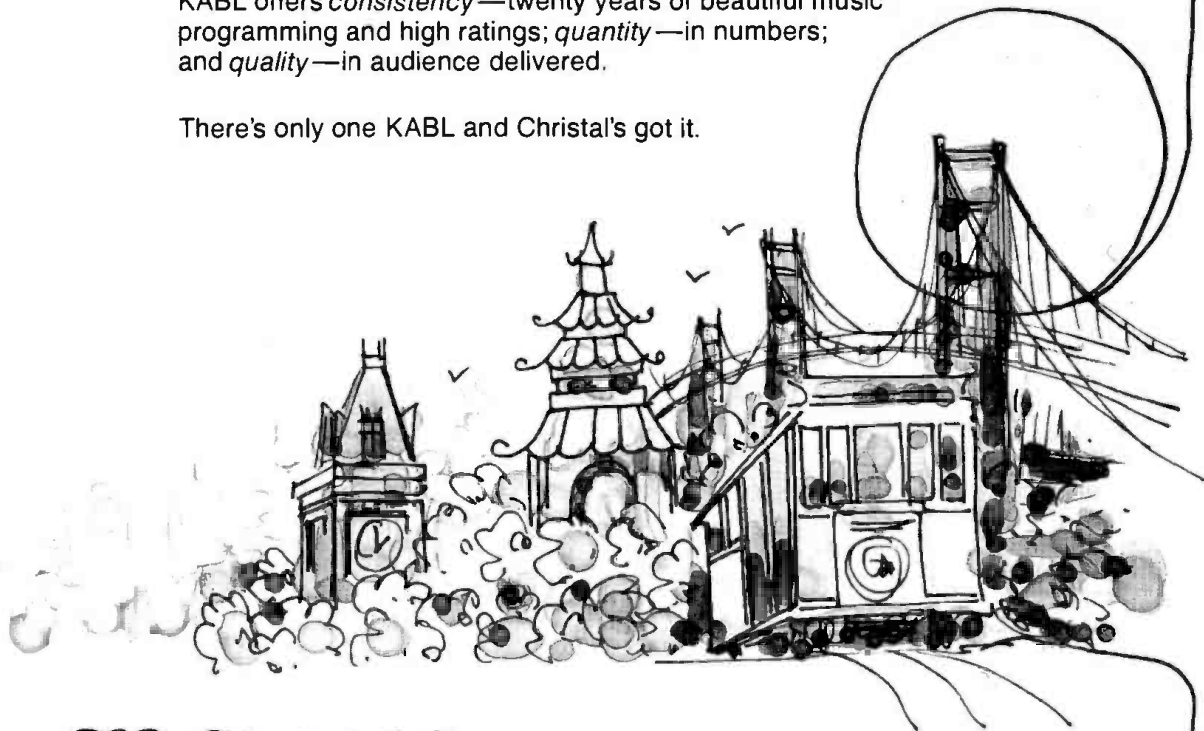
SELECTS

CHRISTAL

KABL-San Francisco has joined The Christal Company's Select List. It's a station with a special rapport with the entire community, in the Bay area as well as in the entire nine-county Metro area (including San Jose).

KABL offers *consistency*—twenty years of beautiful music programming and high ratings; *quantity*—in numbers; and *quality*—in audience delivered.

There's only one KABL and Christal's got it.



The Christal Company

919 Third Avenue, New York, N.Y. 10022
212/688-4414 Robert J. Duffy, President

OFFICES IN NEW YORK • CHICAGO • DETROIT • ATLANTA • LOS ANGELES • SAN FRANCISCO • DALLAS • BOSTON • PHILADELPHIA

ads, radio stations, billboards and on-air promotion.

15. Include a schedule of special programs with complete information on each. Informed buyers often spend extra money to take advantage of specials.

16. Attach a current list of local, regional and national advertisers. Convey to the buyer the pride you have in current advertisers, including your own account list.

17. Attach current competitive station information to be used to create doubts about competitive values.

18. Detail merchandising support.

In the buyer's office.

1. Arrive at the appointed time. Telephone if delayed and confirm another appointment.

2. Be pleasant. A positive environment is essential for effective communication.

3. Present your card to a new buyer.

4. Identify your company, your station. Get the buyer's acceptance of your company by mentioning several of its successes and scope of business. Remember, prospects want to do business with successful, prestigious companies.

5. Place a neatly typed presentation before the buyer and do not begin to discuss it until both buyer and seller are comfortable.

6. At this point, the sales representative must control the situation. Be profes-

sional. Get to the facts. Show an earnest desire to sell. Avoid irrelevant and idle conversation. The sales presentation will flow naturally, easily and in relaxed fashion if you are prepared. Be enthusiastic with professional dignity. Articulate. Be aware of buyer's response. Watch your pacing. Be alert to a possible lack of communication. It is not necessary to read every word of your presentation, but summarize each page and every salient point with the buyer. Hesitate after making a point before continuing. Resolve any misunderstandings before proceeding.

7. At the conclusion ask the buyer, (a) "Do you have any questions?" (b) "Would you like additional information?" (c) "Have all stations submitted?" (d) "How do my values compare with what you have seen so far?" (e) "Will other values (merchandising support, etc.) be influential?" (f) "When will your buying decision be made?" (g) "May I have an order?"

8. Asking for an order is a request to serve the buyer. A sales representative's service begins with the presentation and continues through the completion of an order.

9. Thank the buyer for the time you took to make the presentation.

The follow up.

1. Call by telephone or in person at the appointed time (when a buying decision is to be made) and ask if you may place an

order. This is not a time to be timid.

2. If an order is received, review the facts from your availabilities request, plus the number of announcements per week, and the exact cost. Repeat this information to the buyer and state clearly, "I will consider this an order." This reduces the possibility of error.

3. Inquire as to the percent of total expenditure your order represents. Attempt to get a percentage on competing stations if appropriate.

4. Thank the buyer for your order and inquire if additional service is required.

5. When the order has been cleared by your traffic department, the sales representative should telephone a confirmation to the buyer. A contract should be drawn and mailed promptly.

6. Refer to a tickler file. Shortly after the start date, contact the buyer to give assurance the schedule is running as ordered. Use this opportunity to present late specials for additional revenue.

7. Call the buyer and inquire about renewal or another flight prior to the end date of the present schedule.

If you lose.

1. Take losses like a professional—graciously. But be assertive with "I'll be back for another try."

2. Inquire as to why you lost. Most buyers are willing to disclose why you lost, but only if you ask them. Retain this information. It is usually helpful in the future.

Another BARBAPAPA™ "News Flash"

We won a Gold Medal at the New York International Film and TV Festival

...for the best TV syndicated series for children on November 4, 1977.

"BARBAPAPA" is the #1 Saturday morning children's program in its first U. S. test market WCVB-TV — Boston (ABC Affiliate)

"BARBAPAPA" captures 43% of the audience share and dramatically beats out stations WSBK — WLVI — WNAC and WBZ in Saturday morning programming 7:30 to 8:00 AM.

The closest competitive station gets only 29% share of audience.

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Available for syndication...contact:

BLANK & KEMPNER ADVERTISING, INC.
200 PARK AVENUE, NEW YORK, N.Y. 10017, (212) 867-3840



MRS. MINIVER INVITES YOU TO BREAKFAST



© METRO-GOLDWYN-MAYER, INC.

Breakfast or Afternoon Tea or Midnight Snack or anytime. Because great movies and great stars are great anytime. And there are hundreds of enduring MGM Pre-48 movie classics available. We've purposely rested these classics for many years, making them first-run again.

Great achievements in movie-making include: Flight Command—Boys Town—Dragon

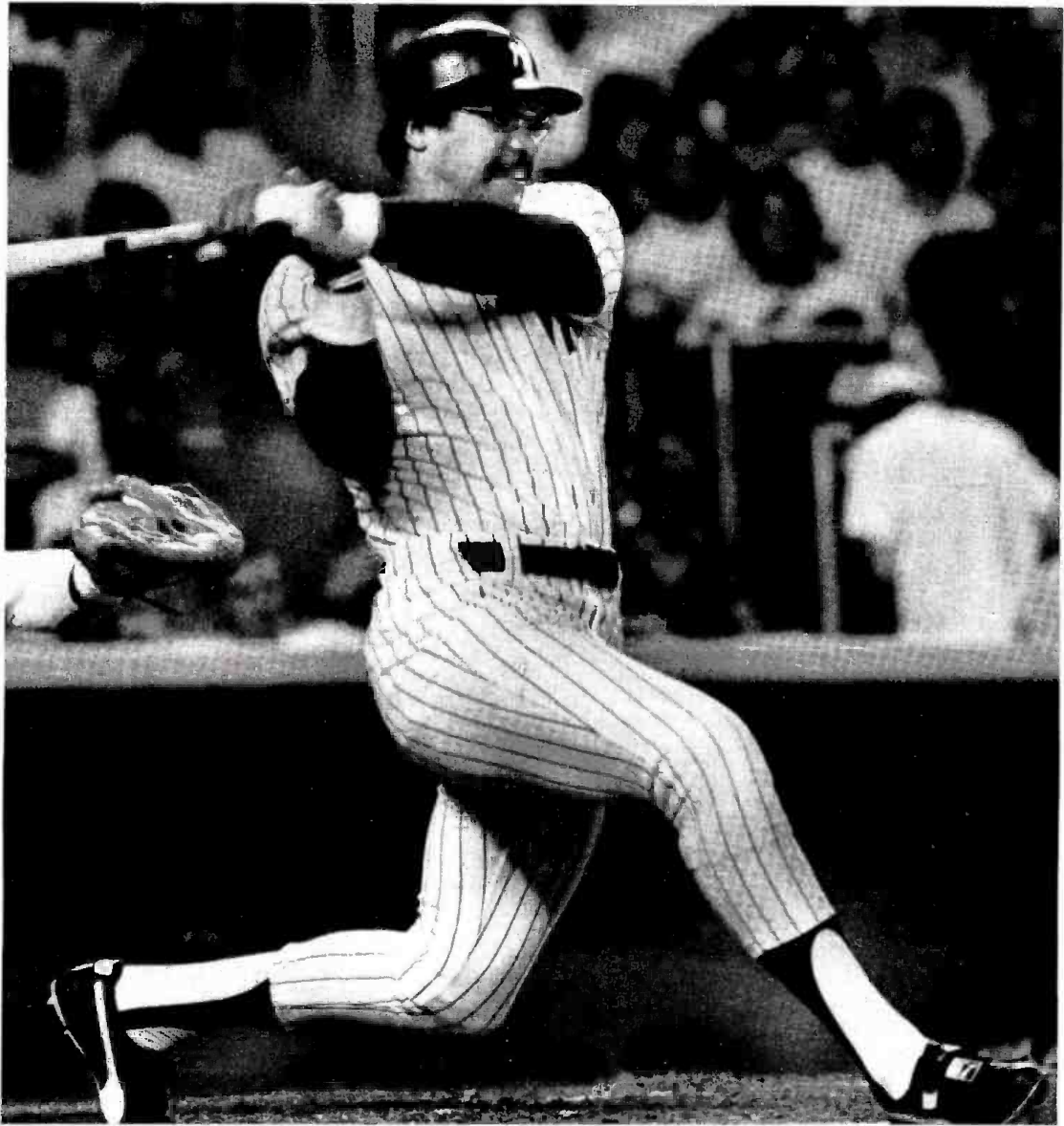
Seed—The Three Musketeers—Johnny Eager—Till The Clouds Roll By—Edison, The Man—Words & Music—Keeper Of The Flame—Homecoming, and more.

Call your UA-TV sales representative today.

We've got the movies.
We've got the stars.

UA-TV
United Artists
A Transamerica Company

Great  Movies Are Great Anytime.





INCREDIBLE SPORTS... AND THERE'S NO END IN SIGHT ON ABC

Eighteen years ago ABC invented a whole new concept in TV sports programming. . . ABC'S WIDE WORLD OF SPORTS with Jim McKay. Fresher and more popular than ever, Saturday and Sunday Wide World continue to make "the thrill of victory and the agony of defeat" part of the language of American sports.

Another long-running sports series, THE PROFESSIONAL BOWLERS TOUR with Chris Schenkel, has just returned for its 17th consecutive year of high-stakes competition on Saturday afternoons.

A proven ABC Sunday afternoon success story, THE SUPERSTARS, is back for its sixth season with the world's finest all-around athletes fiercely competing in athletic events unfamiliar to them!

ABC SPORTS MAGAZINE premiered with a provocative report on a major sports problem—fan violence. And it promises to continue with lively, timely coverage of the biggest, most controversial sports stories every week. And recently ABC introduced THE UNITED STATES vs THE WORLD in Amateur Boxing featuring our national team in Olympic-style bouts. This new series will climax with the world

championships in May.

And again this Spring sports and show business celebrities will join host Curt Gowdy as THE AMERICAN SPORTSMAN takes viewers on outdoor adventures around the world.

ABC Sports introduced the exhilarating excitement of auto racing to television. This year you will see eleven spectacular events highlighted by the stock car classic THE DAYTONA '500'. Later THE INDIANAPOLIS '500' will explode into action with the famous cry of "Gentlemen, start your engines!"

Once again, this May ABC Sports will bring you the unique color, tradition and down-the-stretch excitement of THE KENTUCKY DERBY, followed by the second jewel in the Triple Crown—THE PREAKNESS.

On January 21, ABC opens its 1978 golf season with the BING CROSBY PRO-AM from Pebble Beach. Our ten other tournaments, including three of the biggest, THE U.S. OPEN, THE BRITISH OPEN and THE PGA, will feature the innovative kind of coverage ABC Sports has already made famous.

In 1977 NCAA COLLEGE FOOTBALL treated fans to a remarkable forty-one

games. The ABC Sports team, led by Keith Jackson, enthralled millions from September straight through ABC's exclusive coverage of major bowl games and will return with more excitement next Fall.

Next September, professional football's top-rated series, NFL MONDAY NIGHT FOOTBALL, returns with Frank Gifford, Howard Cosell and Don Meredith.

Who will ever forget the 1977 Major League Baseball season on ABC, as Reggie Jackson blasted out three mighty home runs in the final game of the WORLD SERIES? This Spring MONDAY NIGHT BASEBALL will be back, plus the excitement of the 1978 ALL-STAR GAME and the AMERICAN and NATIONAL LEAGUE CHAMPIONSHIP SERIES.

And just two years from now ABC Sports will again demonstrate the Emmy-award winning excellence of its Olympic coverage with the 1980 WINTER OLYMPICS from Lake Placid, New York—the first Olympics on American soil since 1960.

Yes, ABC Sports is recognized around the world as the leader in sports television. So no matter who you are, no matter where you live or what you do. . . you'll find incredible sports on ABC all year long.

ABC TELEVISION NETWORK 

Datebook[®]

■ indicates new or revised listing

This week

Jan. 15-17—*Florida Cable Television Association* midwinter management conference. Hyatt House, Sarasota, Fla.

Jan. 16— Oral arguments in crossownership case, *U.S. Supreme Court*, Washington.

Jan. 16— Deadline for submission of entries by TV stations and cable television firms for the 1977 competition of the *National Academy of Television Arts and Sciences* for its national award for community service. Entry forms: NATAS, 110 West 57th Street, New York 10019.

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

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

Jan. 17—*Radio Advertising Bureau* sales clinic. Sheraton-L.A. Airport, Los Angeles.

Jan. 17-19—*Georgia Association of Broadcasters* Radio-TV Institute. Speakers will include former FCC Chairman Richard Wiley. University of Georgia, Athens, Ga.

Jan. 18—*Radio Advertising Bureau* sales clinic. Hyatt Regency, San Francisco.

Jan. 18—*New Jersey Broadcasters Association* midwinter managers' meeting. American hotel and National Broadcasters Hall of Fame, Freehold, N.J.

Jan. 18-19—National foreign policy conference for editors and broadcasters conducted by the *Department of State*. Maximum possible information on current foreign policy information will be afforded by top government officials to domestic organization informing the general public in this respect. Department of State building, C and 22nd Street, N.W., Washington.

For invitations: Mrs. Doris Williams, conference coordinator, office of public affairs, room 5825, Bureau of Public Affairs, Department of State, Washington 20520.

Jan. 19—*Radio Advertising Bureau* sales clinic. Airport Hilton, Seattle.

Jan. 19— Dr. George Gerbner, professor of communications and dean of Annenberg School, University of Pennsylvania, who created violence profile and index for TV, will meet with the *Caucus for Producers, Writers and Directors*. Los Angeles.

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

Jan. 19-21—*Alabama Broadcasters Association* winter conference. Ramada Inn, South, Tuscaloosa, Ala.

Jan. 20-21—*Radio Television News Directors Association* board meeting. New Orleans.

Jan. 20-21—*Mississippi Broadcasters Association* annual sales seminar. MBA board meets Jan. 20 and general membership meeting will precede seminar Jan. 21. Coliseum Ramada Inn., Jackson, Miss.

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

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

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

Major meetings

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

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

March 4-9—*National Association of Television Program Executives* conference. Bonaventure hotel, Los Angeles. Future conferences: March 10-14, 1979, MGM Grand hotel, Las Vegas; March 8-12, 1980, Nob Hill complex, San Francisco.

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

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

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

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

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

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

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

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

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

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

Sept. 17-20—*Broadcast Financial Management Association's* 18th annual conference. Dunes hotel and country club, Las Vegas. 1979 conference will be Sept. 16-19 at Waldorf Astoria, New York. 1980 conference will be Sept. 14-17 at Town and Country hotel, San Diego.

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

Also in January

Jan. 23—FCC's deadline for comments on proposal to amend form 395—commission's annual employment report. Commission is considering changes in form's job categories and definitions to reflect more accurately job positions in broadcast industry (Docket 21374). Replies are due Feb. 22. FCC, Washington.

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

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

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

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

Jan. 27-28—Annual meeting of *Northwest Broadcast News Association* in conjunction with *Radio and Television News Directors Association*. Sheraton Ritz, Minneapolis.

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

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

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

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

Jan. 29-30—Public meeting, *Carnegie Commission on Future of Public Broadcasting*. Los Angeles.

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

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

Jan. 31—Deadline for entries in *Eastman Kodak Co. and National Press Photographers Association* competition for 1977 "Television News Photographer of the Year" and "Television News Photography Station of the Year" awards. In addition, NPPA will again conduct

its annual competition in the areas of spot news, general news, sports, features, minidocumentaries and documentaries. Contact: Sheila Keyes, chairman, Television News Photography Competition, NPPA, 1819 North Grismer Avenue, Burbank, Calif. 91504.

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

February

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

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

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

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

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

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

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

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

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

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

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

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

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

Feb. 8—Arizona Cable Television Association annual winter meeting and legislative luncheon. ACTA headquarters, Phoenix.

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

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

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

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

deadline was Jan. 6.

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

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

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

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

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

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

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

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

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

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

Give your listeners 6 special days every week.

DAY BY DAY WITH JESUS, produced and distributed by the International Lutheran Laymen's League, is a bright, fast-paced 5-minute program designed for you to use every day of the week except Sunday.

Done in a newsy, stimulating magazine format, it emphasizes basic Christian principles. And it does so non-denominationally. The name "Lutheran" is never used. In fact, credit for the program goes to you not us.

DAY BY DAY WITH JESUS is furnished to you free on 10" Long Play records. Each record contains 6 programs. The



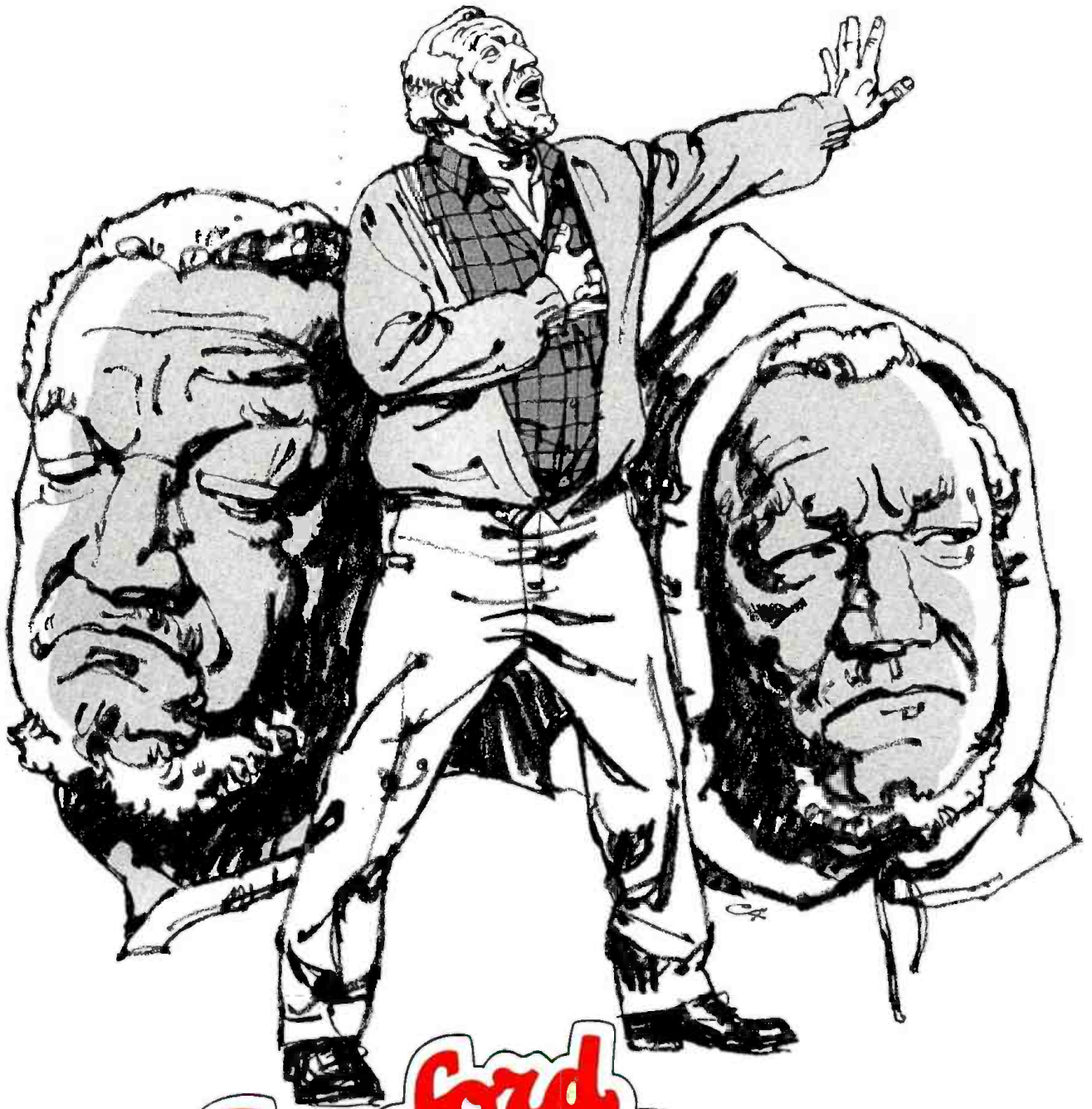
records need not be returned to us. (Some stations pass them on to local pastors who in turn donate them to shut-ins.)

DAY BY DAY WITH JESUS is, we think, the perfect public service program.

It's serious, but not heavy. It's stimulating and rewarding. It's the kind of program that will give your listeners a good day every day, a special week every week.

For your free records, write:
DAY BY DAY WITH JESUS
c/o International Lutheran
Laymen's League
2185 Hampton Ave., St. Louis, Mo. 63139





Sanford & Son

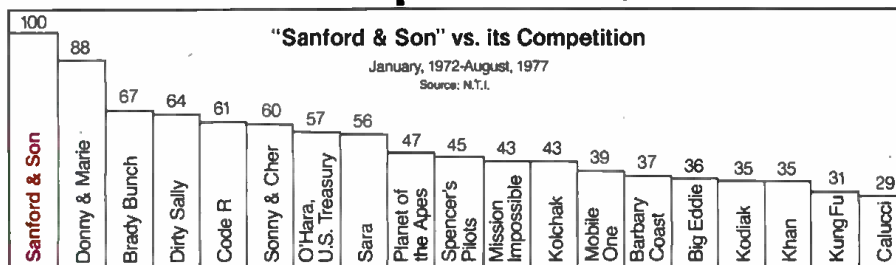
A **TANDEM** Production
Distributed by P * I * T * S Films

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

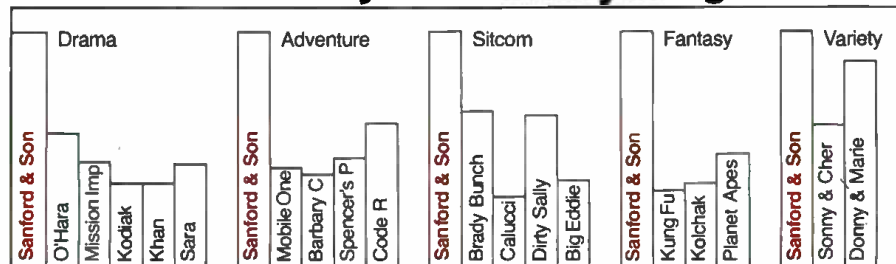
“Elizabeth... this is the big one.”

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

Undeclared in prime time, 18 shows



And they tried everything



And...

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

Source: Arbitron Network Program Analysis

136 Episodes. Available This Fall



Order Now!

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

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

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

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

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

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

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

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

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

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

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

March

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

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

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

■ **March 1**—Deadline for entries in the 1977 Roy W. Howard Awards competition for public service last

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

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

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

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

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

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

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

Where things stand

EDITOR: I thought the "Special Reports" sections in the Jan. 2 issue were admirable in content and in journalistic enterprise, and that the one on government communications staffing and policy was particularly valuable in the accuracy of its analysis. Congratulations.—*David C. Adams, vice chairman, NBC, New York.*

EDITOR: Congratulations. What no doubt would have taken academic and legal periodicals volumes to convey about the state of telecommunications you detailed in an indispensable issue of BROADCASTING. No wonder you have always been considered "the authoritative source."—*Jerome Silber, legal assistant, Fly, Shuebruk, Blume, Gaguine, Boros & Schulkind, New York.*

The news all year

EDITOR: It is with great pleasure that I close out 1977 by sending my sincerest best wishes to the staff and management of BROADCASTING. Once again, our industry's volatile nature was accurately reported throughout the year—a standard I've come to expect from your leading publication.

Additionally, this year I happened to be close to the front lines through my position at SFM Media Service Corp. and as a vice president for Alpha Epsilon Rho/The National Honorary Broadcasting Society. My experience has been that BROADCASTING remains the surest way to reach the industry.

My thanks for your continued ex-

cellence in reporting and your outstanding impact in our field.—*Gary Thomas Lico, sales representative, SFM, New York.*

Less majesty

EDITOR: In your Dec. 5, 1977, issue, Chairman Charles D. Ferris of the FCC is quoted as saying, "I don't know what the majesty is of meeting a payroll." And therein lies a problem. He thinks we feel majestic about meeting payrolls. It's not a kingly honor to be able to do so; it's damn hard work. It's a case of serving up the right product to the right people at the right time that enables any business to survive. Unless you make all those "rights" come together, there is no bread on your table, no bread on employees' tables and eventually no bread on government payroll tables either. "Meeting the payroll" makes the whole thing work.

Meeting the payroll means you have to earn the money for your budget, not just ask for it. There is no majesty to meeting the payroll, just the reality of proving yourself in the arena and keeping people employed. Let us get on with it.—*Wil Huett, program director, KCOL-AM-FM Fort Collins, Colo.*

Who needs whom?

EDITOR: A big "write-on" to Bob Lockhardt's letter in your Jan. 2 edition.

Where would the thousands of composers and artists be without radio? Mr. Lockhardt puts it right—"probably be

dressing a little differently." What makes the situation worse is the fact that Broadcast Music Inc. and the American Society of Composers, Authors & Publishers want to raise their rates.

Record promoters, composers and artists call every week asking us to play their records. When we play their records, they become successful. Yet, we pay for the privilege to air the tunes. The next thing I know my boss is going to want me to pay him for working for him.

If we "play for pay" it's payola. It's just as much of a crime for us to "pay for play."—*Jim Roberts, music director, WDIF(FM) Marion, Ohio.*

Adults only

EDITOR: BROADCASTING for Nov. 14 made reference to Hudson Pharmaceutical Corp. in the "Business Briefly" section.

In connection therewith, the reference states that Hudson has, as its target in its new advertising campaign, both adults and children. Since we are unable to advertise this product to children under not only Trade Commission guidelines, consent decree, National Association of Broadcasters and Better Business Bureau, we take great exception to your careless use of language... We at Hudson have never and do not intend to in the future advertise our vitamin product to children.—*Joseph A. Calamari, assistant counsel, Hudson Pharmaceutical Corp., West Caldwell, N.J.*

(The item reported that Hudson was buying television spots in early fringe, day and prime time for Spiderman vitamins.)

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The New Standard for Improved TV Signal Transmission

Harris' Circularly Polarized Television Antenna

Custom built and tested, Harris' Cavity Backed Radiator (CBR) circularly polarized television broadcast antennas offer the very finest in television signal transmission and reception.

- Excellent axial ratio
- High power handling capabilities
- Outstanding horizontal circularity
- Superb control of vertical pattern

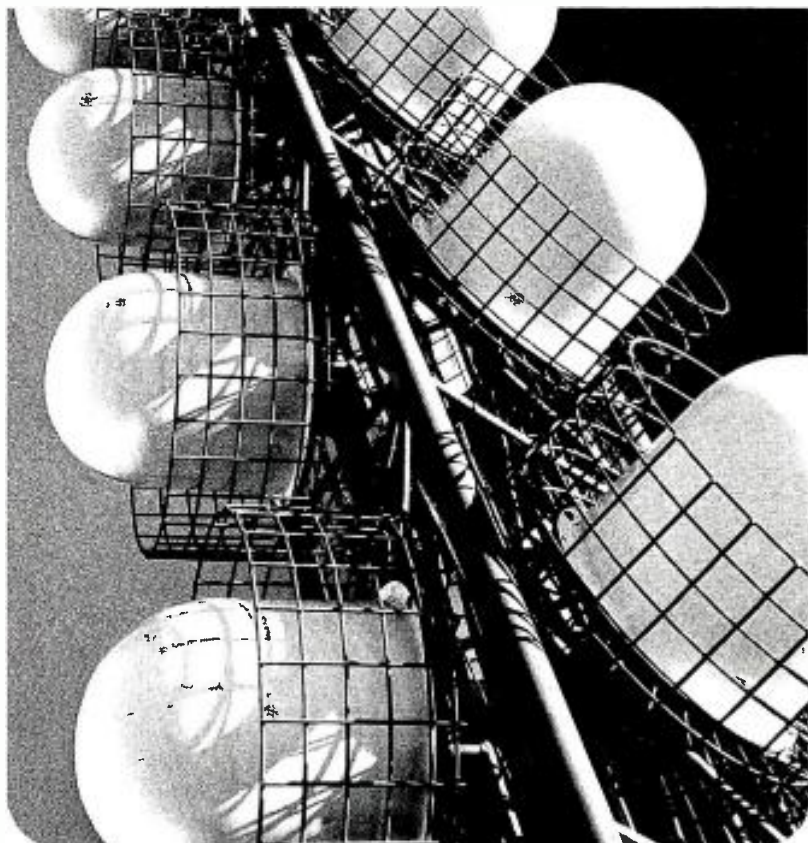
effects. In addition, signal-to-noise ratios in fringe areas are improved. And the extremely wide bandwidth inherent in the Harris design permits multiplexing of any two or more stations in the VHF high band channels.

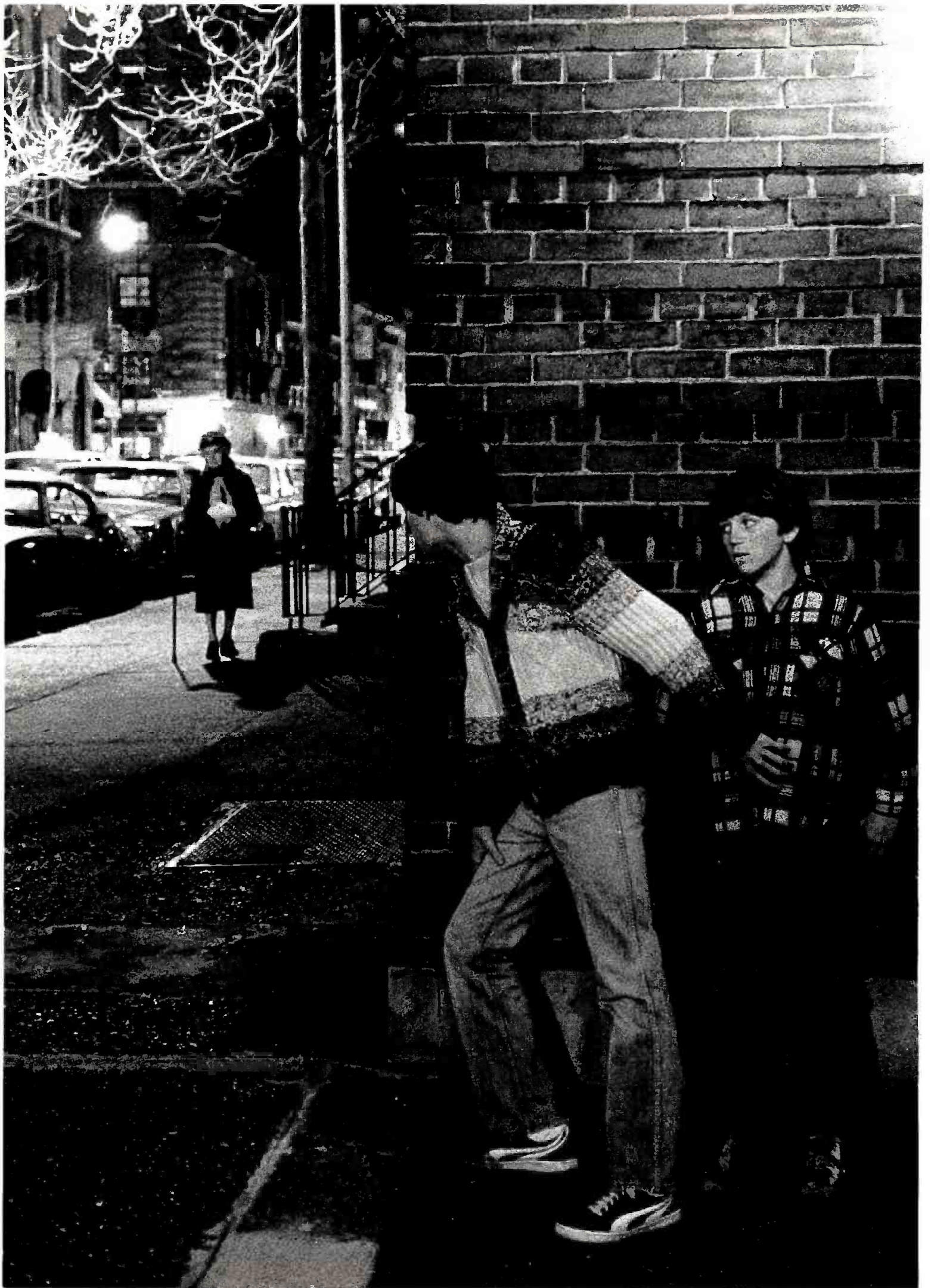
For complete information about the Harris circularly polarized TV antenna, write Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.

Problem areas will notice significant reduction of ghosting



HARRIS
COMMUNICATIONS AND
INFORMATION HANDLING





TODAY KIDS ARE GETTING AWAY WITH MURDER.

Storer Stations are concerned and are doing something about it.

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

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

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

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

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

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

vote key segments to juvenile crime.

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

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

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

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

between gang leaders and the city council.

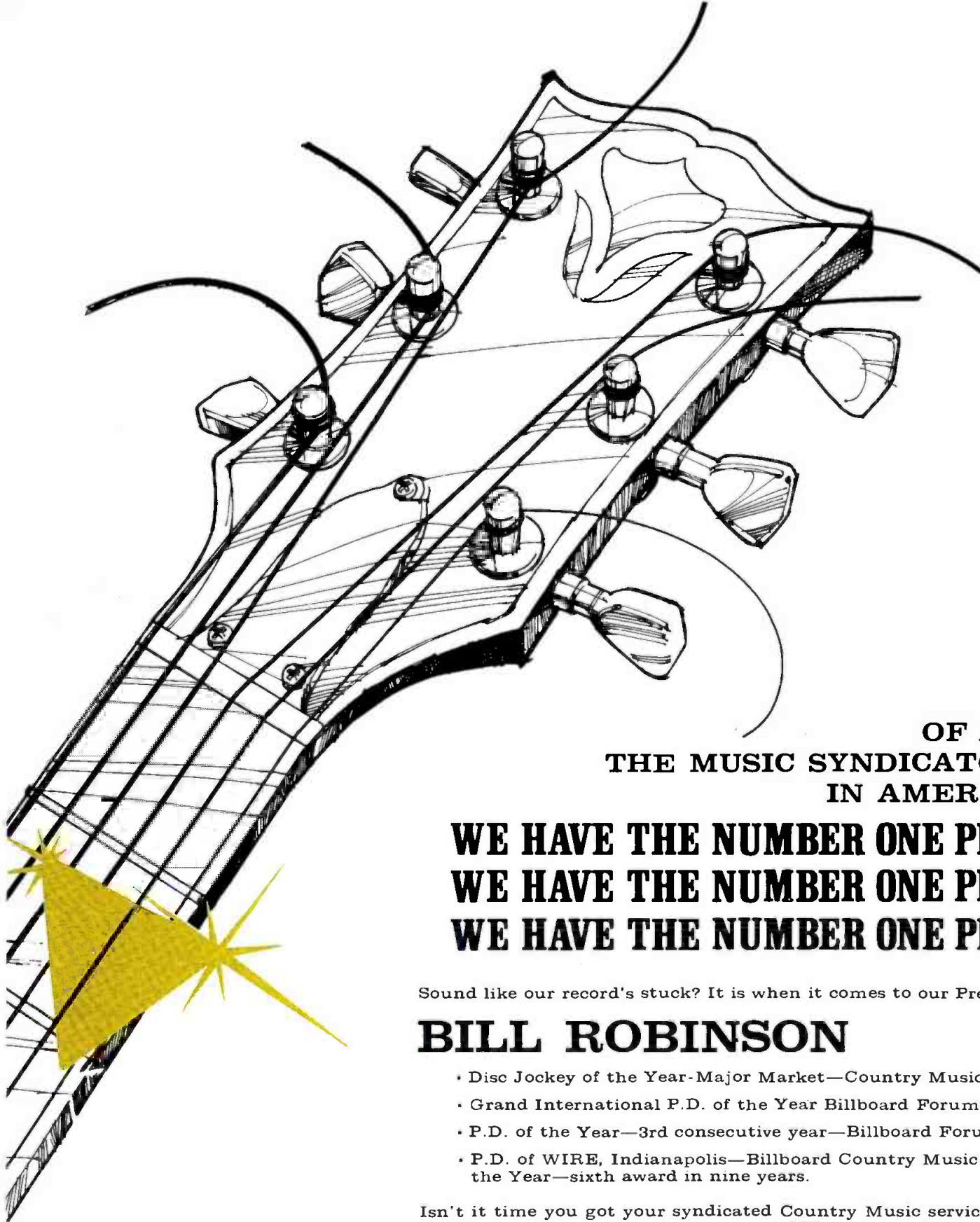
And this was only for starters. A steady barrage of editorials pushed to change a law that let social workers put juveniles back on the street even though judged guilty. The curfew was defended. Problems at the Detroit Youth Home and juvenile court were delved into.

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

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

**Fifty years of
broadcasting that serves.**

THE
**STORER
STATIONS**
STORER BROADCASTING COMPANY



OF ALL
THE MUSIC SYNDICATORS
IN AMERICA,

**WE HAVE THE NUMBER ONE PICK.
WE HAVE THE NUMBER ONE PICK.
WE HAVE THE NUMBER ONE PICK.**

Sound like our record's stuck? It is when it comes to our President:

BILL ROBINSON

- Disc Jockey of the Year-Major Market—Country Music Assn.
- Grand International P.D. of the Year Billboard Forum.
- P.D. of the Year—3rd consecutive year—Billboard Forum.
- P.D. of WIRE, Indianapolis—Billboard Country Music Station of the Year—sixth award in nine years.

Isn't it time you got your syndicated Country Music service from the people who program Country Music best? We have two different Country formats . . . plus a Soft Rock service. Give us a call . . . ask for Bill Robinson—he runs the place.

Alive Country

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Top of the Week

Westinghouse draws the line on networks' commercial time

McGannon says Group W stations won't allow further 'encroachment'; Jan. 1 levels are the cut-off

Westinghouse Broadcasting Co. moved last week to block the introduction of any more network commercials on its five television stations.

Donald H. McGannon, chairman and president, notified the three TV networks that its stations will "cover" with public-service or public affairs announcements any network commercials exceeding the levels that existed on Jan. 1.

One of the first uses of the new policy—if not the first—was scheduled last night (Sunday): WJZ-TV Baltimore, an ABC-TV affiliate, was to substitute a public-affairs message for the commercial on the *Magazine Update* feature that follows ABC's *Hardy Boys/Nancy Drew* series. Westinghouse said *Magazine Update*, introduced by ABC a year ago, went commercial on Jan. 8 with a hard-sell spot for Colgate-Palmolive Co.

Mr. McGannon and other Westinghouse Broadcasting officials told BROADCASTING they were acting out of concern—which they and many other broadcasters and especially station reps have frequently expressed—over what they consider network "encroachment," in several forms, into station time and station commercial opportunities.

Mr. McGannon and Win Baker, president of the Westinghouse television station group, cited in particular a growing tendency of all three networks to put seven commercial minutes per hour, instead of the conventional six, into miniseries and other prime time special programs—of which there have been more than usual this season.

Mr. McGannon estimated that if this trend is carried further—to four commercial minutes instead of three per prime time half-hour—it would increase total network revenues by about \$570 million a year, or "in excess of 25% of the estimated 1977 spot TV revenue of \$2 billion." The

dollar figures, he said, were based on Broadcast Advertisers Reports estimates putting 1977 network revenues at about \$3.422 billion, coupled with estimates that prime time represents about half of all network revenues, so that the one-third increase in prime time commercials would represent an increase of about one-sixth of total network revenues.

The idea that this might happen, he said, is not far-fetched. He noted that in response to Westinghouse's petition for an FCC investigation last year ABC said it had no plans to increase commercial time but had also observed that "there is presently heavy advertiser demand for commercial access to network schedules," and that "at some time, networks may have to respond to that demand."

Mr. McGannon said that "this creeping erosion in the form of such items as commercial news updates, sponsored *Magazine Updates*, an extra commercial minute per hour in so-called miniseries, specials and even expansion of regular programs like *Charlie's Angels* in longer form from one to two hours, cannot continue without the consent and awareness of the total industry and, if need be, further review by

specials, Mr. Seymour said, when ABC presented a two-hour version of *Charlie's Angels*, for one example, it carried 14 minutes of commercials. And such expansions, he said, have not been confined to prime time.

He said CBS-TV added an extra 30-second commercial position in the *As the World Turns* daytime serial last summer and, he understands, plans to add an extra 30 to another serial. In addition, he noted, NBC-TV's *Today* and ABC-TV's *Good Morning, America* both announced commercial expansions last year, while *CBS Morning News* has been carrying from four to eight commercial minutes.

As another example, Mr. Seymour said college football on ABC next fall is to be expanded from 13 games to 16, with one extra commercial minute per game, and ABC has also announced that *NFL Monday Night* football will carry 22 instead of 20 commercial minutes. There is also, he added, "a good possibility" that there will be more sports in prime time, "probably employing the same standard of commercialization."

Westinghouse officials said that in enforcing their new policy they would go



McGannon

regulatory bodies of the total impact of such a move on the vitality of local TV."

Initially, Mr. Baker recalled, the standard prime time network format was three commercial minutes per half hour, six minutes per hour. For theatrical movies this was expanded to seven per hour, he said, the justification being the high cost of theatrical features.

But now, Mr. Baker and Mr. McGannon asserted, the networks have expanded the movie commercial format to virtually any prime time program longer than an hour. As Steve Seymour, vice president-television sales for the Westinghouse TV division, put it, "All of a sudden there's a hell of a lot more commercial content than in the past."

In addition to miniseries and other

daypart by daypart in judging whether the Jan. 1 levels are being exceeded and would cover any extra commercial "wherever we find it." The one to be covered in such cases will be the last one in a sequence—for instance, the 15th in a two-hour movie or special in prime time.

The dayparts are early morning, daytime, news, prime time late night and sports.

Although they said all three networks have been expanding their commercial formats to add a couple of extra minutes per hour in specials in prime time, Westinghouse officials said NBC undoubtedly has had the greatest increase in commercialization because it has had the largest number of specials.

Mr. McGannon, who led the widely

publicized fight by affiliates that stopped ABC's plan to introduce a fourth commercial minute in its *Batman* half hour in 1966, has been a consistent critic of network "encroachment" over the years. It was Westinghouse's petition that touched off last year's scheduled but temporarily aborted—now expected to be reinstated—FCC investigation of TV network practices.

In his letter outlining the new policy to Frederick S. Pierce, president of ABC Television, Mr. McGannon said that "for the past several months we have been very concerned over the proliferation of network commercial announcements, overruns into local time periods and the creation of new commercial positions which have exceeded the traditional three minutes of commercial time per half hour of programing.

"This creates an inordinate concentration of revenue income in the networks at the expense of spot television generally, and most seriously impacting medium and smaller community stations."

In follow-up but generally similar letters to Gene F. Jankowski, president of the CBS/Broadcast Group, and Herbert S. Schlosser, president of NBC, Mr. McGannon also said the decision to admit no additional network commercials "is also now dictated by our responsibility under the Communications Act as a licensee. As a practical business matter, such a containment is called for by a sensitive awareness of the public's growing impatience with overpowering clutter in network schedules."

Mr. McGannon added that "in order that advertisers and agencies may be aware of our position in this matter, I'm sending copies of this correspondence to agencies for their guidance in planning."

Mr. McGannon also told the network executives that "if you wish, I would be pleased to meet and discuss this with you."

ABC, CBS and NBC spokespersons said they would have no comment on the letters pending an opportunity to study them. A CBS spokesman also said Mr. Jankowski had a luncheon date this week with Mr. McGannon which was made before the current issue arose but at which the subject undoubtedly would be discussed.

In addition to WJZ-TV the Westinghouse television stations are KPIX(TV) San Francisco and KDKA-TV Pittsburgh, affiliated with CBS-TV, and KYW-TV Philadelphia and WBZ-TV Boston, affiliated with NBC-TV.

Although Westinghouse sources said they had not sought other support for their move, they presumably will find at least endorsement among station reps generally and many stations. The Station Representatives Association prepared a study last summer—for its members' transmission to their stations—that called for, among other things, at least six months' notice from the networks when changes in network commercial patterns were contemplated (BROADCASTING, Sept. 5, 1977).

WJLA-TV swap for KOCO-TV approved by FCC

Vote is 5 to 2, Washburn and Brown dissenting on crossownership and minority-bargaining grounds; Ferris cites viability of 'Star'

The WJLA-TV Washington-KOCO-TV Oklahoma City swap—which represents one of the biggest deals, in terms of the dollars involved, and which is certainly one of the most unusually structured ever presented to the FCC—made it past the commission last week.

The commission, on a 5-to-2 vote, approved the transfer, but only after some two and a half hours of discussion. The principal issues involved questions as to whether the transfer would be in compliance with the commission's multiple-ownership rules and whether Joe L. Allbritton, WJLA-TV's owner, honored an agreement he had made in 1975 with local citizen groups.

Commissioner Tyrone Brown remained unconvinced that Mr. Allbritton would not be in violation of the rule banning parties from owning more than seven stations of any class. And Commissioner Joseph Fogarty made clear his disbelief that Mr. Allbritton had kept his promise to make good faith efforts to negotiate with minority and women's groups interested in purchasing WJLA-TV.

Sale of WJLA-TV means that Mr. Allbritton has met the condition the commission attached to its approval in 1975 of his acquisition of Washington Star Communications Inc., which owned WMAL-AM-FM-TV (now WJLA-TV), WLVA-AM-TV Lynchburg, Va., and WCIV-TV Charleston, S.C., as well as the *Washington Star*. The condition was that Mr. Allbritton come into compliance with the crossownership rules by divesting himself of the media combinations in Washington and Lynchburg within three years. The Washington radio stations have been sold to ABC for \$16 million and WLVA(AM) to Shenandoah Broadcasting for \$660,000.

Under the terms of the agreement approved last week, WJLA-TV becomes the property of Combined Communications Inc., one of the nation's fastest-growing broadcasting companies, in return for \$55 million in nonvoting preferred stock, which would be redeemed over a period of 20 years, during which time it would pay dividends of \$7 a share. The total value has been estimated at up to \$100 million, which would make it the largest single-station sale in the history of broadcasting.

The structure of the sale is designed not only to afford tax benefits to both parties, but Mr. Allbritton has said, to assure a steady and substantial flow of revenue for the hard-pressed *Washington Star*.

And concern for the *Star* evidently figured prominently in the decision of at least some of the commissioners. Chair-

man Charles D. Ferris said he would vote for the transfer "in the expectation and hope that the cash flow will provide viability for the *Washington Star*." Other commissioners, notably Robert E. Lee, in a lengthy discourse, also talked of the need to assure the survival in the market of a newspaper in addition to the *Washington Post*.

However, although Mr. Allbritton's intentions to continue to operate the *Star* are stated in some of the pleadings filed in the case, the application contains no firm commitment. This troubled several commissioners, including Chairman Ferris and Abbott Washburn. But for Commissioner Brown, it meant there was "no public interest reason to grant the application."

For he does not believe that the use of preferred stock insulates Mr. Allbritton from the reach of the rules banning ownership of more than seven stations in a service. (Without such insulation, 10 television stations would be attributed to him—CCC's seven and WSCI's three.) The staff argued that since beneficial ownership of the preferred stock would not afford Mr. Allbritton legal influence in CCC's councils, he would not be in violation of the rule.

But Commissioner Brown said that never before had the commission approved "so large a crossinterest of two group owners." And he said he believes the seven-station rule seeks to promote "diversity of ownership," as well as control.

All commissioners are concerned about the possible abuse of the technique of using preferred stock that was pioneered in the WJLA-TV case. They will include consideration of the matter in a rulemaking dealing with voting trusts as insulation, which is now being drafted (BROADCASTING, Dec. 12, 1977). And Martin Levy, deputy chief of the Broadcast Bureau, noted the commission could adopt a retroactive ban on the use of such stock that would require Mr. Allbritton to dispose of his CCC holdings.

The question of whether Mr. Allbritton kept his promise to the citizen groups involves the agreement under which they withdrew their opposition to his acquisition of WSCI. The groups, plus the National Black Media Coalition, petitioned the commission to deny the WJLA-TV-KOCO-TV swap on a number of grounds, including Mr. Allbritton's alleged failure to keep his promises.

Commissioner Fogarty said he read the agreement as requiring Mr. Allbritton to notify minority and women's groups of the offer received from CCC, and give them an opportunity to meet it. He said this was not done. And, he noted, the agreement in principle between WSCI and CCC was reached on March 29, seven days after an Allbritton aide told a group of blacks interested in WJLA-TV that no "detailed negotiations" regarding its sale were under way. "I don't think there are sufficient facts to determine if Mr. Allbritton is in compliance with the agreement," Com-

missioner Fogarty said.

However, the commission staff member who made the principal presentation at the meeting, Jerald Fritz, said the agreement is "ambiguous" on the matter of whether notice is required. In any event, he noted that minority groups had "constructive notice"—in the form of published reports—of the agreement in principle three and a half months before the contract was signed, and made no offers.

Those arguments carried the day.

Still to be heard from, however, are the petitioning groups on whether they will appeal. Nolan Bowie, of the Citizens Communications Center, their counsel, said a decision would not be made until after they had a chance to read the order, which has not yet been published.

Smooth sailing to Puerto Rico

NAB board faces no major problems at winter meeting; budget approval and short-term goals top agenda

There are no divisive issues besetting the National Association of Broadcasters board, association leaders said last week as they prepared for the annual winter board meeting, scheduled Tuesday through Friday this week in Puerto Rico. There is the Communications Act rewrite, but after an exchange of letters with House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) explaining its stance on the issue (BROADCASTING, Jan. 9), NAB appears content to wait quietly for the subcommittee's next move. It's not a big issue for the Puerto Rico gathering this week.

In the fall last year there had been signs that NAB TV code guidelines on sex—over which the TV board and code board fought long and hard last year—might be challenged again. But NAB leaders weren't so sure last week. Last October, board members A. James Ebel (KOLN-TV Lincoln, Neb.), Les Arries (WBEN-TV Buffalo, N.Y.) and Bill Bengtson (KOAM-TV Pittsburg, Kan.) had urged that the board "reaffirm" its position on cleaning up TV sex, underscoring the network's responsibility in the matter. Last week, TV board Chairman Kathryn Broman of Springfield Television Broadcasting, Springfield, Mass., said she assumed the issue will come up this week, but she has not heard from the three members since their letters in October ("Closed Circuit," Oct. 31, 1977). Neither has NAB President Vincent Wasilewski.

Major agenda items for the four-day board meeting include approval of the proposed \$5.5 million budget for fiscal 1978 ("In Brief," Jan. 9), and of a set of NAB goals for 1978-79.

In the goals draft, written by Mr. Wasilewski and John Summers, NAB executive vice president and general manager, the House Communications Sub-

Jacobs jabs. Herb Jacobs, president of Telcom Associates, last week blamed lack of foresight and insight by the programming staffs of CBS-TV and NBC-TV for those networks' decline in ratings. Conversely, Mr. Jacobs attributed ABC-TV's recent successes to a programming staff attuned to changes in society. His critique was given last Tuesday (Jan. 10) before a meeting of the California Broadcasters Association in Palm Springs. He assailed by name top corporate and programming executives at both CBS-TV and NBC-TV for leading their networks downhill, and charged that these officials had scant knowledge of entertainment values.

Mr. Jacobs, who heads a company that serves as a program buying and counseling organization to stations and annually makes forecasts on network programming, made this evaluation of the future:

"Time and change caught up with CBS and NBC without their being aware. Success came so easy it convinced them that they were infallible in all phases of broadcasting, especially programming. To spread the blame if anything went wrong or hoard the accolades of success, they programmed by committees made up of business administrators, bankers, station managers, sales managers, researchers who all relied on computers instead of programmers and showmen.

"As I see it, NBC has the rockiest road back. Its program development has been largely nil, its nonscheduled event programming policy is doomed to failure, and, in turn, will damage its image with the viewers. CBS professes it never will be content until it regains king-of-the-hill status. But [its executives'] actions belie their words. They seem to be pursuing NBC instead of ABC and their fall and new spring schedules show that they are unsure of themselves despite what they say. CBS also has a lot of losers in addition to some good product that has aged. It lacks a programmer, a showman and dynamic leadership, and CBS is having a tough time choosing between expediency and tradition. John Backe, the new corporate head, has already backed some losers and can't afford many more without beginning to fight back.

"At this point in time, ABC has too many big guns for CBS to be more than a runner-up. Which leaves ABC in the cat-bird seat. The only thing that could change would be for ABC to believe its press notices, or if Fred Silverman began to take the wizard label seriously. And there are unconfirmed rumors (or wishful thinking) that come June, when his contract ends, he will set up his own production company backed by ABC. But even should it happen, ABC is so loaded with programming talent, they would have no trouble staying on top for the next three to five years."

committee's rewrite is addressed twice in the top four concerns. The number-two goal is: "Communications Act rewrite and involvement. Number four is: "defeat of any proposed legislation to impose a special tax on commercial broadcasting.

The number-one goal is "defeat of the performer's royalty bill" (legislation that would require broadcasters and other users of recorded music to pay royalties to record manufacturers and performers). Number three is: "refund of FCC fees." Others among the 17: (5) "Pursue all avenues for securing widescale AM-FM all-channel reception capability"; (6) "Continue strengthening and streamlining nationwide grassroots organization, particularly in major markets"; (7) "Sponsorship of and hearings on cable siphoning bills"; (8) "Passage of legislation containing provision for cable forfeitures"; (9) "Preserve the integrity of spectrum allocated to broadcast use"; (10) "Oppose any and all proposed restrictions on broadcast advertising of legally sold products"; (14) "Broader press relations on behalf of an improved industry image, continuation of the public meeting format, and the planning and implementation of additional means to inform the public of how free broadcasting works and its importance in our society," and (15) "Continue positive activities in the area of minority affairs."

Another issue before the joint NAB board, which meets Tuesday and Friday this week (the radio board meets Wednesday and the TV board meets Thursday), is delineation of duties between boards and code boards. Both code boards were over-

ruled by association boards last year—the radio code board on the issue of time standards, the TV code board on the issue of amending the TV code with stronger sex guidelines. One proposed modification in the bylaws would insure that the code boards have sole responsibility for proposing code changes, while the radio and TV boards could only ratify code board proposals.

Still on the subject of codes, the radio board will consider combining NAB radio member dues and radio code dues, now separate, into one payment, with the station retaining the option not to join the code. With radio code membership at about 40% of NAB membership currently, NAB officials are hoping the move will boost code membership.

The joint board will also hear a report from Arch Madsen of Bonneville International, NAB's delegate to the Inter-American Association of Broadcasters, who reportedly has urged that NAB host that association's next convention.

The joint board will also receive a pep talk from Donald Zeifang, senior vice president for government relations, on raising funds for the Television and Radio Political Action Committee for contributions to representatives and senators in 1978. TARPAC's goal is to raise \$100,000, or about \$30,000 more than it doled out to candidates in the two years culminating with the 1976 congressional elections. TARPAC already has \$26,000 in its coffers, and wants to enlist a 50-man task force, including half the NAB board members, to raise the remainder.

Supreme Court agrees to take on 'seven dirty words'

It will review appeals court decision that overruled FCC's declaratory ruling on WBAI's broadcast of Carlin comedy record

The U.S. Supreme Court will attempt to resolve a question that has long troubled the FCC, Congress, broadcasters and the public: Can the government move against alleged indecency on the air in a manner in which it is constitutionally barred from acting in other media?

The high court last week agreed to review the case in which the commission had seized on a broadcast, by Pacifica Foundation's noncommercial WBAI(FM) New York, of a George Carlin comedy record as a vehicle for spelling out the kind of broadcast material it considered "indecent" and, therefore, barred by the provision of the Communications Act prohibiting the broadcast of indecent or obscene material.

The record—*George Carlin, Occupation: Foole*—contained "seven dirty words you can never say on television," and was broadcast in a program dealing with the use of language in society, early on the afternoon of Oct. 30, 1973.

The words are "fuck," "shit," "piss," "motherfucker," "cocksucker," "cunt" and "tit." The commission had learned of the program in a complaint from a New York man who heard the program while riding in his car with his young son. The

complainant called the program "garbage."

The commission, which for years has been under pressure from Congress and the public to crack down on allegedly offensive broadcast material, issued a declaratory ruling that attempted to distinguish broadcasting from other media for First Amendment purposes and was designed to protect children from hearing such material.

It said material that referred to "sexual or excretory activities and organs" in a manner considered "patently offensive" by community standards for the broadcast medium and that is broadcast at a time when children would be expected to be in the audience is indecent and thus in violation of the Communications Act (BROADCASTING, Feb. 17, 1975). The commission also said that the Carlin album, "as broadcast," was "indecent."

But a panel of the U.S. Court of Appeals in Washington, in a 2-to-1 decision, reversed the commission. It said the ruling was "overbroad and vague" and carried the commission into the "forbidden realm of censorship" (BROADCASTING, March 21, 1977). Later, the full nine-judge circuit rejected the commission's petition for rehearing, but only by a vote of 5 to 4.

The Supreme Court's decision to review the case surprised a number of observers, including some commission lawyers. The commission was alone in its appeal; the U.S. solicitor general's office, which would normally represent the commission before the Supreme Court, refused that role in the Pacifica case, contending it was not a good one for Supreme Court review. Commission attorneys agreed.

But the commission, with Commissioner Robert E. Lee reportedly taking the

lead, rejected those considerations and directed the general counsel's office to petition the Supreme Court. The commissioners' view, which was reflected in the petition, was that the commission needs a clear-cut judicial decision as to its responsibility and authority in policing the airwaves of allegedly offensive material ("Closed Circuit," July 25, 1977).

Judge Edward A. Tamm, who wrote the opinion for the appeals court, said the commission's ruling violated the Communications Act's no-censorship provision. As drafted, he said, the ruling would prohibit the airing of some of Shakespeare's plays as well as the works of Ernest Hemingway and James Joyce and some passages of the Bible. But he also said the court was not deciding the "perplexing question of whether the FCC, because of the unique characteristics of radio and television," may prohibit speech that would otherwise be protected by the First Amendment. Chief Judge David Bazelon, who concurred, said the ruling did violate the First Amendment. Judge Harold Leventhal, who dissented, generally supported the commission's decision.

The commission, in its petition for review, said it is attempting to give "discrete meaning" to the word "indecent," as it appears in the Communications Act. That statute, the commission added, "applies only to the broadcast medium, which is different for a number of reasons from other modes of expression and therefore warrants different treatment."

The commission said that even "advocates of the widest freedom of expression acknowledge" conflicting interests, including the interest of protecting children from exposure to "offensive material." Its

In Brief

ABC-TV's *Laverne and Shirley* scored **highest rating in history for situation comedy** on Jan. 10, according to ABC. Show pulled 37.6 rating and 53 share, for total of 27,410,000 homes per average minute. Episode also was highest-rated of any this season, ABC said.

Mutual Affiliates Advisory Committee and network, at Freeport, Bahamas, meeting last week, agreed on two programming/commercial decisions. President **C. Edward Little** termed among most productive in years. Stations agreed to accept additional five minutes of news at 8:30 a.m. and 5:30 p.m. Monday-Saturday, atop present five-minute sports blocks, effective third week in February. Change will net both Mutual and affiliates **12 extra minute positions each week**. Mutual also agreed to allow affiliates to replace network minute with their own in initial broadcast of 11 two-and-half-minute minifeatures each day, rather than in subsequent repeat broadcasts as at present.

Also announced last week: that **Mr. Little has signed multiple-year agreement** with network's new owners, Amway Communications Corp., to remain president and chief executive officer.

Disagreements over **teen-age sex episode** of NBC-TV series, *James at 15*, caused author/creator/story consultant **Dan Wakefield** to quit show. Mr. Wakefield, well-known novelist, told reporters idea for James's loss of virginity came from NBC programming department, and that his original script for episode (to air Feb. 9) was rewritten in way unacceptable to him. Problems centered on how young lovers would experience responsibilities of sex (avoidance of pregnancy) along with pleasures.

AT&T switched to diplexing TV transmission system last Friday (Jan. 13). Technique sends both sound and picture over one transmission link, with sound fidelity increased by 10 kilohertz. Company has installed diplex transmitters at commercial TV networks and receivers in all stations with AT&T terminations. AT&T spokesman said use of system will not result in transmission rate cut, but that it should hold down cost increases.

Commerce Department's **Office of Telecommunications** has urged FCC to undertake "comprehensive, cohesive reevaluation" of standard **AM broadcast rules**. Comments were filed in AM stereo rulemaking, said FCC is in position to **restructure and update technical rules**, which, it said, are based on 1930's technology. OT listed improved audio quality, reduced interference among AM stations and improved spectrum utilization as possible benefits.

ITC Entertainment, averaging ADI ratings in top 50 markets during Arbitron's November sweep, reports its *Muppet Show* as **first among prime-time access shows** with 15.1 average rating. According to ITC, following *Muppet Show* in top 10 were *Price is Right*, 14.8 (distributed by Viacom International); *Hollywood Squares*, 14.4 (Rhodes Productions); *\$100,000 Name that Tune*, 14.1 (Sandy Frank Film Syndication); *Wild Kingdom*, 14.0 (Bozell & Jacobs); *Match Game P.M.*, 13.8 (Jim Victory Television); *Wild, Wild, World of Animals*, 13.8 (Time-Life Television); *Gong Show*, 13.6 (Firestone Program Services); *Family Feud*, 13.5 (Viacom), and *\$25,000 Pyramid*, 13.2 (Viacom).

Showtime, Viacom International's pay cable subsidiary, has **pushed up start date** for satellite transmission by month, to March 7, when it begins RCA Satcom service to Sammons Communications' Clinton,

"narrow declaratory order," the commission added, "continued its attempt to reconcile these competing interests in the broadcast context." But the appeals court "did not attempt to come to grips with concerns that have troubled the commission, Congress, broadcasters and the public for a considerable period of time."

FCC tackles fee formula

Staff says it can produce plan for refunds and new schedules

The FCC has embarked on the effort to determine how much of the \$163 million in fees it received between 1970 and 1976 was collected illegally, and to make the necessary refunds. It will also begin the process of developing another fee schedule to replace schedules overturned by the courts ("Closed Circuit," Jan. 9).

The task ahead is difficult, General Counsel Robert Bruce advised the commissioners at a meeting last week. The answers are not at hand, nor does the staff have a "Rosetta stone" to help it solve the legal and accounting problems that the commission in the past has said were virtually intractable. But he expressed confidence the effort can succeed. The first refunds could be issued in six months.

The problems involve ascertaining the costs incurred in processing applications filed with the commission and the "value to the recipient," as directed by the courts in two decisions overturning fee schedules developed in 1970 and 1975, to determine what the fees should have been between

1970 and the end of 1976, when the commission stopped collecting them. That done, the commission would be able to determine how much should be refunded. The information developed would also provide the basis for a new fee schedule.

The commission's vote to proceed with the plan advanced by the staff was unanimous, although some commissioners expressed the view the problem should be referred to Congress. "Congress," Commissioner James H. Quello said, referring to the prodding the commission received from congressional committees anxious to see companies regulated by the agency pay some if not all of its costs, "got us into this mess in the first place."

But, Mr. Bruce said, "that flies in the face of the view in the FCC's general counsel's office and the General Accounting Office that we can work out the methodology... It will be difficult, but we will make our best effort to work out a system of defining value and cost." GAO, in a report to Congress last May, disputed the commission's contention at that time that it was unable to establish a new fee schedule in accordance with court standards (BROADCASTING, May 16, 1977.)

The fee issue has been increasingly complicated for the commission since 1973, when the Supreme Court overturned the schedule that had been adopted in 1970. Since only the National Cable Television Association had carried the fight to the high court, only cable systems were given refunds. But when the schedule adopted in 1975 was invalidated by the U.S. Court of Appeals in Washington, everyone who paid a fee became eligible for a refund.

The commission at the time proposed a

total refund—except of fees of under \$5—contending it lacked the accounting capability and the legal underpinning necessary to determine the fees that would have been legal in 1970 and subsequent years. However, the Senate and House Communications Subcommittees objected to total refunds. And Charles D. Ferris, when he was FCC chairman-designate, committed himself at his Senate confirmation hearing to a fresh effort to resolve the issue.

Last week, Mr. Bruce and Thomas P. Campbell, chief of the financial management division of the FCC, outlined a two-step plan Mr. Bruce said would "break the impasse." Under it, the commission would begin making refunds in July in connection with fees in excess of \$20. Some 270,000 such fees totalling \$85 million were received. (Broadcasters paid \$47.5 million.) The staff expects to complete the necessary legal and accounting work in May.

The fees of lesser amounts—primarily paid by citizen band radio operators—represent a more complicated problem. The commission received 10.5 million payments of such fees in the seven years, and they totalled \$78 million. Where the design for processing refund requests in connection with the larger fees will be handled by the commission staff, the design of a system for making the smaller refunds will require the services of an outside contractor employing a data processing system, the staff said.

The project will not be inexpensive. The staff estimates that the cost of issuing the refunds in connection with the more-than-\$20 fees at \$800,000. Some 45 employes will be required for the job, which is expected to run for a year.

Okla., system and more than dozen other Showtime affiliates to turn on that month and next. Sammons has now committed 13 systems with more than 100,000 basic cable subscribers to Showtime satellite service. Showtime says commitments so far would make service available to nearly million basic subscribers in 66 cities and 22 states.

FCC Chairman **Charles D. Ferris** says **tax certificates should not be awarded** in divestiture cases unless there is "firm demonstration that the commission's policies are being served." And, in dissenting opinion issued last week, he said **Rahall Communications Corp.'s** transfer of stock in Florida cable system did not advance purpose of commission's crossownership rules, and should not be rewarded. Rahall, which owns wlcx-TV Largo, Fla., in 1972 transferred its stock in co-located cable system to Cablecom-General, and was paid in cash and 2% of stock in Cable-Com. Subsequently, it disposed of stock. Commission last month (BROADCASTING, Dec. 12), voted to grant certificate.

"**Dreams**" and a few sparks emanated from Nashville last week as **Public Broadcasting Service** held annual programing conference. Chloe Aaron, senior vice president for programing, said public television network was considering expanded version of its **MacNeil/Lehrer Report**. Hour-long nightly news program, she said, "could draw on the best regional reporting from around the system." She also said new satellite distribution system could allow PBS "to consider beaming congressional hearings, to areas with a special stake in an issue" and that satellite could allow "public affairs updates for 50 different publics." Ms. Aaron discussed **\$93 million worth "of programing in development."** Ideas suggested in Ms. Aaron's "dream list" also included weekend wrap-up of national news, year-round weekly series devoted to American history and literature and special programs on arts.

PBS President **Lawrence Grossman** struck sparks during Nashville meeting with comment that **Donald Santarelli**, chairman of programing committee of Corporation for Public Broadcasting board, had said that "giving PBS the opportunity to develop program priorities and schedule programs was like 'putting the fox inside the chicken coop.'" Mr. Santarelli said he was misquoted, that he meant PBS should stay out of programing production and origination.

James J. Jordan Jr., 47, has resigned as president and chief executive officer of BBDO Inc., New York, citing "profound differences" with **Bruce Crawford**, president and chief executive officer of BBDO International, parent company, with respect to policies and priorities of agency management. BBDO board will meet next Monday (Jan. 23) to elect successor.

In effort to "more clearly define the areas of responsibility" at **ABC Sports**, division's president, **Roone Arledge**, named **James Spence**, former vice president of program planning, to senior vice president, to coordinate day-to-day functions of department. **John Martin**, vice president of program development, was promoted to vice president of programing and assistant to president. **Charles Lavery**, director of program planning, was promoted to vice president, program planning.

Mel Karmazin, VP-general manager of WNEW-FM New York, takes on additional duties as VP-general manager of WNEW(AM). He replaces **Bill Dalton**, who will be assigned to another job within Metromedia Radio, owner of stations.

Hal C. Davis, 63, president of American Federation of Musicians since 1970, died of heart attack last Wednesday (Jan. 11) in New York.

What's up at the FCC in the next three months

Items on the commission's agenda include WPIX oral argument, fairness doctrine proposals and a look at cable exclusivity

FCC Chairman Charles D. Ferris, who assumed office three months ago, has not yet made good on his intention to resume the practice of former Chairman Richard E. Wiley of issuing three-month calendars as a means of holding the commission to a schedule of work. But the chairman's aides last week were completing work on the first calendar and offered a preview of what it will contain.

The commission this week hears oral argument in the eight-year-old WPIX(TV) case, in which a group organized as Forum Communications is seeking to supplant the Tribune Co. as licensee of channel 11 in New York.

And next week, the commission is at least tentatively scheduled to consider in closed session the commission staff report of its investigation of alleged price fixing on the part of television stations in the Joplin, Mo.-Pittsburg, Kan., market—KOBE-TV and KTVJ(TV), both Joplin, and KOAM-TV Pittsburg. A federal grand jury in Kansas City is also investigating the alleged activities ("Closed Circuit," July 25, 1977, and BROADCASTING, Jan. 9).

In February, the commission will weigh the question of how to comply with a court order directing it to consider two proposals for implementing the fairness doctrine that it had rejected in preparing the report on the doctrine it issued in June 1974. One, offered by the Committee for Open Media, would permit stations to opt for a voluntary system of public access as an alternative to formal compliance with the fairness doctrine. The other, offered by Henry Geller, former FCC general counsel who is now slated to be named assistant secretary of commerce for telecommunications and information, would require broadcasters to list annually the 10 controversial issues of public importance they chose to cover in the previous year, list the offers for response received and note the representative programing offered on each issue.

Another item involves the question of whether the commission should issue a notice of proposed rulemaking aimed at determining whether the cable-television syndicated exclusivity rules should be strengthened, repealed or left alone.

Nor is that the only significant cable item scheduled for consideration in February. The commission will take another look at the rules it adopted to ban obscenity on cable television systems' access channels. The American Civil Liberties Union had appealed the commission's adoption of the rules, contending they violate the First Amendment, and last fall,

the commission asked the appeals court to remove the case. It said it wants to re-examine the question of whether it has the authority to enforce the rules.

A status report on the planning for the World Administrative Radio Conference to be held next year is also pencilled in for February.

A number of broadcast and cable items of more than routine interest are expected in March. One involves the recommendation of the Interagency Committee Report on Rural Communications that the commission relax its ban on cable television and telephone company crossownership as a means of promoting cable television service in rural areas (BROADCASTING, Dec. 19, 1977).

Two issues involve noncommercial broadcasting. One concerns the question of religious broadcasters' eligibility for noncommercial television channels. The other deals with the underwriting of noncommercial programing—whether rules should be adopted regulating that practice.

The so-called minority ownership issue is another due to be aired in March. The National Association of Broadcasters' suggestion that tax certificates be given to broadcasters who sell their stations to minority groups may be considered then, as well as former Commissioner Benjamin L. Hooks's proposal that licensees give 45 days notice before reaching agreement on a sale.

The commission in March is expected to get back to the matter of setting tougher standards for the manufacture of UHF receivers. The commission had been scheduled last week to consider a proposal to prohibit the manufacture of UHF sets with noise figures in excess of 14 db. However, the item is being rewritten by the staff to account for the view of Commissioner James H. Quello, that, in light of position taken by Texas Instruments and others, stricter standards are possible (BROADCASTING, Dec. 19, 1977).

Another matter scheduled is the oral argument in the proceeding in which the license renewal of the University of Pennsylvania's WXPN(FM) Philadelphia is at stake. The renewal application was designated for hearing on charges that station broadcast obscenities.

Chicago Tribune, John Blair buy television outlets

WGN parent pays \$12 million for D.C. UHF; rep firm gets first TV stations with purchase of two California V's

John Blair & Co. and the Tribune Co. announced last week major station purchases. Blair will enter the television field with a reported \$12-million buy of KSBW-TV Salinas and KSBY-TV San Luis Obispo, both California. The Tribune announced it was entering the UHF broad-

casting business with a \$12-million purchase of independent WDCA-TV Washington.

Blair, a leading national radio and television representative based in New York, owns WHDH(AM)-WCOZ(FM) Boston. Jack W. Fritz is president and chief executive officer of the publicly traded firm. The seller is Central California Communications Corp., principally owned by Elizabeth Ann Cohan, widow of John C. Cohan. W.L. Spraggins is president of Central California, which has no other broadcast interests.

Both stations are NBC affiliates. KSBW-TV is on channel 8 with 234 kw visual, 44.7 kw aural and an antenna 2,330 feet above average terrain. KSBY-TV is on channel 6 with 100 kw visual, 12 kw aural and an antenna 1,570 feet above average terrain. The transaction also includes a cable system in Salinas that will be sold before Blair takes over the stations to comply with the FCC's cable-broadcasting crossownership ban.

The Tribune Co. reached an agreement in principle with Superior Tube Co. to purchase WDCA-TV. The sale is subject to approval by the boards of both companies, and a definitive agreement is not expected to be signed before Jan. 20. Under the terms of the agreement, however, Milton Grant, vice president and general manager of the station, will remain under the new ownership as chief operating officer.

Superior Tube, the seller, is a Philadelphia-based manufacturer of precision tubing and specialty metals, principally owned by the families of Clarence A. Warden Jr. and Robert H. Gavel. Superior bought the station from Capitol Broadcasting Co., headed by Mr. Grant, in 1969 for \$4.8 million, including liabilities and an agreement not to compete (BROADCASTING, May 7, 1969).

The buyer is a major privately held communications firm that owns the *Chicago Tribune*, the *New York Daily News* and other papers in California and Florida. The Tribune's broadcasting subsidiary, WGN Continental Broadcasting, owns WGN-AM-TV Chicago; KWGN-TV Denver and KDAL-AM-TV Duluth, Minn. Through another subsidiary, WPIX Inc., the Tribune owns WPIX-FM-TV New York and WICC(AM) Bridgeport, Conn. The company is principally owned by the beneficiaries of the McCormick-Patterson Trust, which was dissolved in 1975. Daniel T. Pecaro is president of WGN Continental.

Mr. Grant said he was "very pleased" to be joining the Tribune although no specific changes were being contemplated at this time. He said he anticipated that WDCA-TV will be operated "rather autonomously" in accordance with the way the Tribune runs its other stations. Mr. Grant added, however, that the station "may very well" expand its news operations under the new ownership. The station's present news schedule consists of three 30-second broadcasts per day.

WDCA-TV is on channel 20 with 4,000 kw visual, 400 kw aural and an antenna 770 feet above average terrain.

HEW wants FCC to force airing of more messages against smoking

But government plans no move against cigarette advertising in media that still carry it

Secretary Joseph Califano of the Department of Health, Education and Welfare wants to enlist broadcasters in the all-out effort he unveiled last week to persuade smokers to break the habit, and to persuade those who don't smoke not to start. The secretary is looking for volunteers, but he will also seek regulatory help from the FCC.

The secretary, in his speech before the National Interagency Council on Smoking and Health, disclosed that he had written the heads of the major networks and the National Association of Broadcasters, "asking that they consider, in the interest of public health, increasing the number of antismoking announcements they broadcast."

He also said that HEW, in cooperation with the Federal Trade Commission, will petition the FCC in connection with the campaign. They will ask it to review its policies on public service announcements, "so that more such announcements will be aired throughout the entire broadcast day."

Secretary Califano noted that, in the four years beginning in 1967, the anti-cigarette announcements broadcasters were required under the fairness doctrine to present to balance the cigarette commercials they were then running were successful. They "encouraged millions of citizens to quit smoking." But in 1971, cigarette advertising was banned from radio and television by act of Congress, "and the number of antismoking announcements dropped sharply," he said.

"We strongly believe that the danger of smoking to the public health justifies an increase in the number of broadcast messages on smoking and health," he said.

"For it is a pernicious fact," he said, "that tens of thousands of young people are being influenced to smoke, at grave risk to their health, by half a billion dollars' worth of advertising—advertising designed to convince them that smoking is glamorous, adult and sexually attractive."

The inauguration of the antismoking campaign came on the 14th anniversary of the surgeon general's report on the dangers of smoking; that report said there was a causal link between cigarette smoking and lung cancer, and suggested a connection between smoking and other serious health problems. Since then, Secretary Califano said, research has disclosed that smoking is "even more dangerous" than believed in 1964.

The secretary outlined a wide-ranging campaign, including a public information and education effort and proposals to restrict smoking in government and private offices; a policy that went into effect on the day of the speech (Wednesday) bans smoking in HEW conference rooms, classrooms, auditoriums, elevators and shuttle vehicles.

Smoking, he said, is the "public health enemy No. 1 in the United States."

In response to Secretary Califano, NAB President Vincent Wasilewski said last week that NAB will convey to its members HEW's concern about the dangers of smoking, but will not try to force broadcasters to run more antismoking

messages. Further, NAB will oppose any efforts by the FCC to pre-empt what it said is a local licensee's prerogative.

"I would be remiss," Mr. Wasilewski continued, "if I did not point out" that the government failed to lower cigarette consumption when it banned cigarette commercials on radio and TV. Furthermore, the government continues tobacco subsidies to farmers and an allocation for foreign advertising of cigarettes, he said. "Now it asks broadcasters, in the face of tremendously increased revenues to newspapers and magazine publishers from cigarette advertising, to bail it out of its present dilemma. We have difficulty understanding it."

The Growing Togetherness of Independents

There are nearly a thousand stations in the on-air television universe, most connected in one way or another to transcontinental programing umbilicals leading back to one public and three commercial TV networks. Fewer than a hundred stand totally alone. They are called, simply, the independents.

Their lives and enormously bettering times will be the subject of a special report in BROADCASTING on January 30.

The timing is coincident with the fifth annual convention (in San Diego, from January 29 through February 1) of the Association of Independent Television Stations (INTV), an organization that has come to wield an influence that belies the size of its constituency. Its growth, as has that of independent stations themselves, speaks volumes about a segment of the industry coming increasingly into its own.

One in which many of the tomorrow things of television are happening.

The segment of television in which, for example, both the concept and the reality of "fourth networking" are taking shape. And where both minority and specialty-audience programing are gaining ground.

A segment that is embracing satellite technology faster than any other in conventional broadcasting.

A segment that has taught the rest of television valuable lessons about how to do local news, and in which, as one observer says, "it is only a matter of time until we have a national nonnetwork news service."

A segment of the industry that now accounts for more than half a billion dollars in advertising revenues each year.

Independent television. Its prospects. Its programing. Its journalism. Its technology. Brought together in this special report to create an editorial and advertising environment of special attraction for all who do business in independent television, or with it.

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Advertising closing, January 23.

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Retrospective

AMST: about to change the guard, but not about to drop it

Les Lindow, who's headed trade association's Washington effort for the past 21 years, will hand the reins over to Tom Paro later this year; a stock-taking of the first two decades reveals a remarkable batting average in terms of keeping television's spectrum intact and options open

To friend and foe alike, the Association of Maximum Service Telecasters has been identified for 21 years as the principal defender of television's status quo. Few have ever accused it of being in the pay of progress.

Yet now, more than a quarter century after the FCC's creation of the Sixth Report and Order that was the nation's blueprint for its TV broadcast system, a new prospect is emerging: that over-the-air TV, far from being a telecommunications has-been, may be on the brink of a second quantum leap, this time in UHF.

If it is, a large part of the credit will go to two decades of nay-saying and standing-pat by a relatively small band of television hard-liners who refused to yield to the competition or the skeptics either one more megahertz or one more mile than absolutely necessary.

And, in turn, a large part of that credit will go to Lester W. Lindow, the low-key but, in retrospect, conspicuously effective TV partisan who, 21 years ago yesterday (on Jan. 15, 1957), began service as AMST's first executive director, and who retires at the end of July as its president.

Les Lindow and AMST both began from a standing start.

As recalled by Ernest W. Jennes, a partner in the Covington & Burling law firm of Washington and AMST's counsel from day one, Mr. Lindow "didn't know a damn thing about Washington" when he opened the association's doors there. "He didn't know where the Hill was. He didn't know where the FCC was. But he was bright, he was a quick learn, he had good

judgment and the board had confidence in him. They figured Les could get AMST going."

That he did, and for a tenure longer than either he or the association's founders had in mind. The pioneer TV station executives who met in the Roosevelt hotel in New Orleans on June 1, 1956, to plot the organization's beginning thought it might be in business for three or four years; none anticipated that, 21 years later, it would not only still be operational but, apparently, in place for the duration. The duration, that is, of the over-the-air broadcasting system as it has come to be, and as AMST's members are dedicated to maintaining it.

Mr. Lindow and AMST found each other after he had already established solid broadcasting credentials in radio, principally with the Harry Bitner broadcast organization. Immediately before joining the association he had been vice president and general manager of WFDF(AM) Flint, Mich., and before that general manager of WRNY-AM-FM Rochester, N.Y., a job he took after returning from European duty with Army public relations during World War II. He had gone into the service from WFBM(AM) Indianapolis where, at age 26 in 1940, he was then said to be the nation's youngest major market station manager.

The man who recruited him to the AMST cause was Jack Harris, now president of the *Houston Post's* broadcast properties (KPRC-AM-TV Houston and WTVF(TV) Nashville) and the industry leader who, along with Mr. Lindow, has contributed more than any other to the organization's

success. Mr. Harris was not only a founder of AMST but it was he who, following the New Orleans meeting, actually ran its operations for six months before it became evident that a full-time staff executive would be required. And even after Mr. Lindow went on board, Mr. Harris has never been far from AMST's key decision-making. He was its president for 19 years and remains the last charter member on the board.

That board itself, which had its annual meeting in Hawaii last week, is unusual among comparable bodies of industry organizations. Among the distinctions: Its members pay their own way to board meetings and other assignments; the organization's dues go strictly to meet staff, legal and engineering requirements. "Very few people seek out the assignment," Mr. Harris notes. "It's unglamorous and it's hard work." Perhaps as a consequence, the list of broadcast figures who have occupied seats in AMST councils is relatively short. (The complete list is on page 40.)

And if AMST's board has been close with a dollar in its own behalf, so also has it been in its general approach to running a trade association. Mr. Harris recalls the advice of another founding member, the late Harold Hough ("The Old Hired Hand") of WBAP-AM-TV Fort Worth, whose edict at the New Orleans meeting was, "Whatever you do, you've got to keep it small, keep it poor and keep it hungry. Don't even have a rug on the floor. But if you do, have a hole in it."

(AMST's present quarters, modest by Washington association standards, do



Lester W. Lindow. Going out a winner as AMST president.

The Cetec Schafer 7000: Microcomputer power, unlimited versatility, and solid state reliability

Cetec Schafer's powerful new 7000 system brings a new generation to radio program automation. It's a major advance by the world leader in automation systems (with nearly 1000 operating systems in the field).

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The third-generation multiprocessor 7000 gives you all the computer power you'll ever need, not only for advanced program automation, but for future station-related assignments.

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Our video terminal displays information in plain English (with a broadcast accent). You instruct the 7000 in everyday language; it answers you in everyday language — not in "computerese!"

The CRT terminal has a customized and color-coded keyboard that's fail-safe — you can't mis-program it by accident.

Take a terminal home for dinner

The 7000 can handle more than one CRT terminal at the same time. You can instruct the system minute-to-minute in the control room, while the program director is editing follow-on programming from his own office!

You can even keep a terminal in your den at home, and monitor the events as they happen, via telephone and modem hookup.

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The 7000 produces super-clean sound — after all, that's the end-product your listener receives. Beginning with our own Audiofile II, the 7000 can handle 16 different audio sources (and that's expandable to 64).

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Starting with a basic 1000-event memory, the 7000 is expandable to 10,000 events, a thousand at a time.

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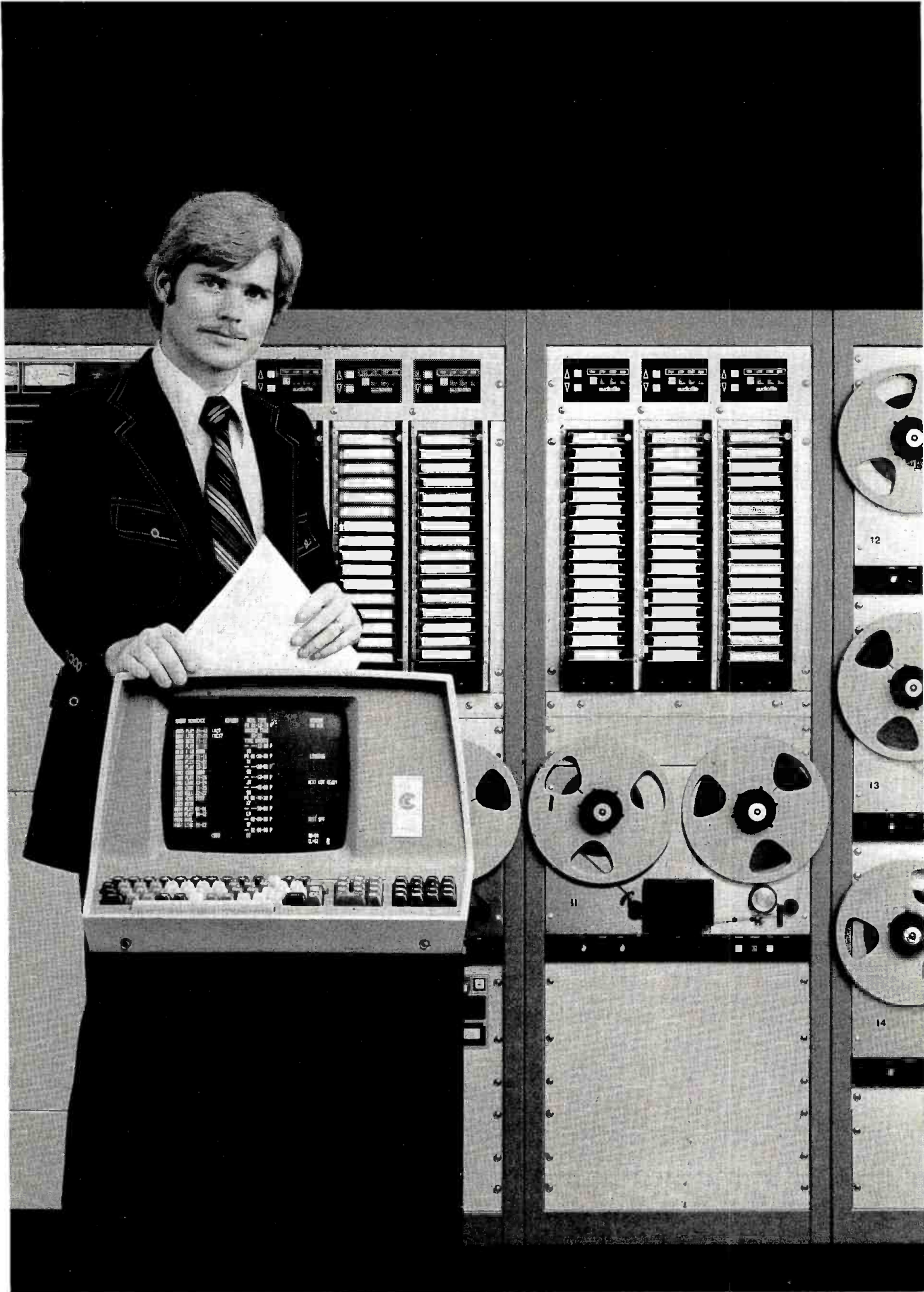
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Outsiders on the inside. Besides its board and staff, the two principal influences on AMST policy and operations during the past 21 years have been its legal counsel, Covington & Burling, and its engineering counsel, A.D. Ring & Associates. The former is personified by Ernest W. Jenness (left), who heads a team of partners and associates that devotes continuing if not constant attention to the association's affairs. The Ring firm is represented primarily by Howard Head (right), the managing partner who drafted AMST's guiding engineering principles even before it was formed in 1956.

have a rug on the floor—but only because one was left behind when the previous tenant, CBS Inc., moved to a more lavish location.)

That New Orleans meeting also set up the primary requirement for AMST members: that they operate at the maximum effective radiated power allowed under FCC rules—that is, 100 kw for VHF stations on channels 2 through 6, 316 kw for V's on channels 7 through 13 and one megawatt for UHF's. (The FCC has since raised the UHF maximum to five megawatts, but AMST "grandfathered" its own U members at the one-megawatt level in deference to the expense involved in pushing stations to that limit.) The reason: AMST felt it could not argue effectively against drop-ins, deintermixture and other forms of what it considered spectrum erosion if its own members did not utilize their assigned spectrum portions to the maximum. The requirement was dropped only last year, apparently because the association felt that it had made its point and that further insistence upon maximum operation would only deny it access to a larger membership while not affecting the general level of broadcast service. Nevertheless, it is estimated that as many as one third of VHF stations still do not broadcast at maximum allowables, and that only a fourth of all UHF stations do so.

Another key decision at AMST's beginning was to exclude from membership the networks and their owned and operated stations, a principle that cost the association dearly in terms of budget potential but afforded it a precious independence. "If they had come in," notes Mr. Lindow today, "they would have exercised an economic dominance on the policies of the association. And while most of the time we're in complete accord with the networks and they with us, we feel we have an independence that's important. It's been a costly luxury."

The present AMST chairman, Franklin C. Snyder of Hearst Broadcasting, concurs

that network exclusion has been a good idea. "We've always had as much money as we need. And still we try to keep the dues reasonable."

Enough, at the association's present budget levels, is a little more than \$500,000 each year. That income is split three ways (not necessarily equally) among a five-person¹ office in Washington, Covington & Burling and the A.D. Ring & Associates engineering firm. The modus operandi: a small staff with expensive but expert outside counsel.

(AMST's present budget base comes from a total of 193 members, of which 165 are commercial VHF's, 18 are commercial UHF's and 10—five V's and five U's—are non-dues-paying noncommercial. According to Mr. Lindow, the dues range from a low of about \$800 a year to a high of about \$5,000—"the most reasonable," he believes, "of all the trade associations.")

Mr. Snyder also concurs in the value of the Lindow contribution to AMST's first 21 years. "Les has been the key man in the whole growth of this thing. He's a good detail man and keeps abreast of everything that goes on in Washington. We've been able to catch things prior to their becoming crises because of Les—to put out the fires" before they became too hot to handle.

Part of that approach has been to limit the number of alarms to which AMST responds. The organization, to use its own watchword, is "narrow-purposed." That is, it is "signal oriented"—concerned primarily with the number, the reach and the quality of TV signals. Programing and journalistic matters—concerns about TV violence or the fairness doctrine, for example—are off its reservation. Such concentration has made it relatively easy for AMST to keep its eye on the ball: (1) holding at par the number of licenses available for broadcast use² and (2) guarding the quality of the TV signal each licensee originates.

That narrow purpose has been wide

enough, however, to involve AMST in a long list of FCC dockets (and congressional hearings) over the years. By its count, it is involved right now in more than 40 cases at the FCC alone, ranging from 20418 (involving four short-spaced VHF drop-ins) to 20485 (UHF "taboos") to 20654 (concerning automotive ignition system interference to broadcasting). But when all is said and done, the critical list usually narrows to:

- Fighting off drop-ins.
- Discouraging move-ins.
- Preventing deintermixture.
- Holding the line against spectrum encroachment, principally from the government and land mobile interests.

But if AMST has been parsimonious in its causes, it has been absolutely profligate in its oppositions to the advances others have made. The approach, in general, has been to overwhelm the opposition with facts, or at least with statistics. Most of them, from the engineering quarter, have come through the expertise of Howard T. Head, managing partner of A.D. Ring.

"We've been their engineers since before there was an AMST," Mr. Head says. "At the time, there were two principal proposals to which the FCC was giving serious consideration. One was a proposal [by the military] to put all television into the UHF band—or, perhaps selectively so, by deintermixture. Or, alternatively, to abandon the UHF band and make all television VHF.

"In 1956," Mr. Head continued, "they had just about concluded they had made a mistake in assigning the UHF band to television. There simply wasn't room in VHF for all television demands, but people weren't willing to admit UHF had its shortcomings and to deal with them. UHF requires power. There were no receivers. No one would put programing on UHF because there were no receivers.

"I wrote an engineering program for AMST on June 18, 1956, which recommended two things. One, to develop adequate technical standards for all television—they just didn't exist in those days. And, two, that UHF had to be made to work because there was no room

¹Lester W. Lindow, president; Tom E. Paro, executive vice president; Roy W. Easley, vice president; Paul R. Jeannin, administrative assistant; Patricia J. Moran, secretary.

²The FCC's Sixth Report and Order (April 14, 1952) established 2,053 TV assignments on channels 2 through 83 in 1,291 cities: 617 VHF's (537 commercial, 80 noncommercial) and 1,436 UHF's (1,274 commercial, 162 noncommercial). In 1970 the FCC reallocated UHF channels 70 through 83 to other spectrum purposes. That action reduced the number of UHF assignments to 1,236 (684 commercial, 552 noncommercial). As of Dec. 31, 1977, there were 986 TV stations on the air: 617 VHF's (516 commercial, 101 noncommercial) and 369 UHF's (211 commercial, 158 noncommercial). The FCC estimates there are currently 827 unused TV assignments, 90 VHF's and 737 UHF's. [Note: The total of stations on the air and of frequencies presently unused does not add to the original Sixth Report totals (a) because a number of assignments were added by rulemaking after the Sixth Report was published and (b) a number of UHF stations, although licensed by the FCC, have since gone dark.]

The “Man in the News” is good news to us.

We’ve known and worked with Les Lindow since he started with AMST 21 years ago. KPRC-TV would like to thank Les for his outstanding industry leadership. His efforts for AMST have benefited broadcasting and helped make the American television service the standard of the world.



KPRC TV HOUSTON

elsewhere. As far as I'm concerned, those principles are still valid today."

Those mid-fifties pressures crystallized at one point into a proposal by the federal government to reallocate six of the 12 VHF channels to its exclusive use. That became AMST's first fight.

"It seemed clear to us," says Mr. Jennes, "that you needed both the UHF and the VHF, and you couldn't do the job with just six VHF channels. To have the bottom six channels go the route of channel one [a casualty of the Sixth Report] it would have been totally impossible to have a system of television stations that would provide adequate service."

Mr. Jennes described the successful

turning aside of the government's VHF ambitions as AMST's first "but for"—that is, the first of a succession of victories that, "but for" their having happened, there would not now be the television system he considers the world's best. The second "but for," as he remembers it, was "the big deintermixture fight."

Deintermixture, as an issue, had been around from the day UHF was first added to VHF in the Sixth Report. It continued to raise its head periodically in the fifties and early sixties. In 1961, for example, the FCC proposed to deintermix (that is, to make either all-VHF or all-UHF) 16 markets across the country. The commission's chairman at the time was Newton Minow,

he of the "vast wasteland" speech, who was responding to the pleas of UHF broadcasters who found that their publics would only buy UHF tuners if UHF was the only game in town. If, for example, a market had one VHF and two UHF's, all three networks might affiliate with the V, with the two U's standing in line for those shows the V rejected.

From AMST's point of view, this deintermixture attempt was just another instance of the camel entering the tent nose first. As Mr. Jennes puts it, the "the basic question was: Can you have a system that will accommodate not only the present service but future developing needs, both commercial and educational, if you didn't



Harris Lee Madsen Snyder

The few at the top in AMST's history

There have been but four chairmen and 58 members of the AMST board since that organization came into being in 1956. (The first three of those chairmen—all four are pictured above—actually held the title of president; it was not until Les Lindow moved up from executive director to president last year that the principal board officer took the title of chairman.) The first was Jack Harris of KPRC-TV Houston, who held the post for 19 years. Since then the succession has been more regular, the position held in turn by Terry Lee of Storer, Arch Madsen of Bonneville International (who in AMST's early days was Mr. Lindow's assistant) and Franklin Snyder of Hearst Broadcasting. All 58 of AMST's board members are listed below, in alphabetical order. Those whose names are in bold face type are incumbents. Those with an asterisk were charter members of the board. Those whose names are in italic type are deceased.

Norman P. Bagwell
David M. Baltimore*
Joseph E. Baudino
*Joseph J. Bernard**
*Kenneth Carter**
Joel Chaseman
Roger W. Clipp
Charles H. Crutchfield*
Donald D. Davis*
John H. DeWitt, Jr.*
A. James Ebel
Joseph B. Epperson
Harold Essex
Harold Grams
Harold F. Gross*
Payson Hall*
Jack Harris*
John S. Hayes*
A. M. Herman
*Harold V. Hough**
Ralph S. Jackson
Wallace J. Jorgenson
Alex Keese
George A. Koehler
C. Howard Lane*
Terry H. Lee

KTVY Oklahoma City
WBRE-TV Wilkes-Barre, Pa.
Westinghouse Broadcasting
WGR-TV Buffalo, N.Y.
WAAM-TV Baltimore
Post-Newsweek Stations
WFIL-TV Philadelphia
Jefferson-Pilot Broadcasting
KMBC-TV Kansas City, Mo.
WSM-TV Nashville
KOLN-TV Lincoln, Neb.
Scripps-Howard Broadcasting
WSJS-TV Winston-Salem, N.C.
KSD-TV St. Louis
WJIM-TV Lansing, Mich.
WOW-TV Omaha
KPRC-TV Houston
WTOP-TV Washington
WBAP-TV Fort Worth
WBAP-TV Fort Worth
Orion Broadcasting
Jefferson-Pilot Broadcasting
WFAA-TV Dallas
Gateway Communications
KOIN-TV Portland, Ore.
Storer Broadcasting

Lester W. Lindow
Arch L. Madsen
August C. Meyer
Willard A. Michaels
David C. Moore
James M. Moroney Jr.
John T. Murphy
Carter M. Parham
Fred Paxton
Donald L. Perris
C. Wrede Petersmeyer
D.L. Provost
William L. Putnam
Ward L. Quaal
William B. Quarton
A. Louis Read
Laurence E. Richardson
Lawrence H. Rogers II
Willard Schroeder
Franklin C. Snyder
Edgar B. Stern Jr.
Harold C. Stuart*
*P. A. Sugg**
Robert D. Swezey*
Dudley S. Taft
Willard E. Walbridge
W. W. Warren
Mort C. Watters
Wilson C. Wearn
Edwin K. Wheeler
Richard M. Wolfe
Robert F. Wright

AMST president
Bonneville International
WCIA Champaign, Ill.
Storer Broadcasting
Transcontinent TV
WFAA-TV Dallas
Avco Broadcasting
WDEF-TV Chattanooga
WPSD-TV Paducah, Ky.
Scripps-Howard Broadcasting
Corinthian Broadcasting
WBAL-TV Baltimore
Springfield TV Broadcasting
WGN-TV Chicago
WMT-TV Cedar Rapids, Iowa
WDSU-TV New Orleans
Post-Newsweek Stations
Taft Broadcasting
WOTV Grand Rapids, Mich.
Hearst Broadcasting
WDSU-TV New Orleans
KVOO-TV Tulsa, Okla.
WTVT Tampa, Fla.
WDSU-TV New Orleans
Taft Broadcasting
Capital Cities Communications
KOMO-TV Seattle
Scripps-Howard Broadcasting
Multimedia
WWJ-TV Detroit
WBNS-TV Columbus, Ohio
WTOK-TV Meridian, Miss.



As it was in the beginning. This picture of AMST's first board was made at its organizational meeting in Chicago on Aug. 10, 1956. L to r: (seated) the late Ken Carter, WAAM-TV Baltimore; Jack Harris, KPRC-TV Houston; Charles H. Crutchfield, WBT-TV Charlotte, N.C.; Harold Gross, WJIM-TV Lansing, Mich.; (standing) the late P.A. (Buddy) Sugg, WKY-TV Oklahoma City; John H. DeWitt, WSM-TV Nashville; C. Howard Lane, KOIN-TV Portland, Ore.; John S. Hayes, WTOP-TV Washington; Harold C. Stuart, KVOO-TV Tulsa, Okla.; the late Harold V. Hough, WBAP-TV Fort Worth, and Payson Hall, WOW-TV Omaha. Absent when this picture was taken: Robert D. Swezey of WDSU-TV New Orleans, David Baltimore of WBRE-TV Wilkes-Barre, Pa., Don Davis of KMBC-TV Kansas City and the late Joe Bernard of WGR-TV Buffalo.

utilize all 12 V's and the 70 U's? Framed in those terms we had a basic question about policy, and AMST got in the middle of that."

The 1961 deintermixture cases—unlike some earlier ones—ended almost totally in AMST's win column (there was an Oklahoma City "move-in" of channel 5, but no one seems to count that). "There has never been a short-separation drop-in in the continental U.S., except one that fell over the water," says Les Lindow, "and that was our main concern."

It was from that deintermixture episode that emerged what has become the brightest jewel in AMST's crown—and the reason, in retrospect, why a quantum jump in on-air television remains a possibility. That was the act of Congress in passing all-channel TV receiver legislation giving the FCC power to require that all sets shipped in interstate commerce be "capable of adequately receiving" all 82 channels. With its passage, in 1962, was planted the seed for UHF "parity"—at least of a sort—with VHF. It was that legislation that 16 years later has brought on a historic breakthrough in UHF profitability and a mini-boom in UHF station prices.

"I'm very proud of it," Mr. Lindow says, referring to the all-channel law. "We started talking about it when the association came into being. First we tried to get manufacturers to do it of their own free will. We tried to get the excise tax removed on sets that would receive UHF properly. Finally we decided to push for it up on

Capitol Hill.

"The hard work of lobbying that bill through Congress was done by AMST and its members. And on my wall is the pen President Kennedy used to sign it into law. We were the activating force."

In the opinion of Ernie Jennes, the all-channel law was "one of the high points of television history. Virtually the whole industry was able to get together and recognize that it had to make it possible for additional competition to develop—for existing UHF competition to become effective and for future competition to come into being—if we were going to have a system that was going to be preserved. The statute itself was unique; Congress has yet to pass any other legislation like it.

"It made possible the utilization of UHF," Mr. Jennes continues. "If it hadn't been for that, UHF would not have developed and if UHF had not developed, the pressures to squeeze in more and more VHF's would have been unrelenting. We have studies that show that if you cut the mileage separations down to less than anyone would dream of doing, you still could not accommodate the existing stations, let alone make room for future growth."

In the mid-sixties, drop-ins, a perennial threat in AMST's eyes, rose to the surface again. The issue was rekindled by an ABC network proposal, submitted to the FCC in 1964, to drop VHF channels into seven top markets having fewer than three VHF stations. Not surprisingly, AMST coun-

tered each one, as it has all other drop-in suggestions before and since—whether or not one of its member station's interests were at stake.

The point, AMST officials will tell you, has been to insure that TV didn't go the way of AM, a medium that had no table of assignments and in which station after station was "engineered in" (to use the official phrase) or "shoehorned in" (to use a more pejorative one). As a result, with the exception of the remaining clear channels, interference has become the rule rather than the exception in the oldest of the broadcast media. The AMST members who were in on the ground floor of the youngest broadcast medium were determined not to let that happen.

As Mr. Jennes puts it, AMST wanted to avoid "a tournament of roses going on with the lawyers and the engineers riding their horses and swearing in one case that there would be no interference and the same lawyers and engineers coming in on other cases and saying there would be. Our view was that if we ever got rid of the table of assignments we could not maintain the standards."

Les Lindow amplifies that view. "The table of assignments assured that television wouldn't grow like Topsy on the basis of where the biggest demands were made first, but rather in an orderly manner that would bring multiple TV services to medium markets as well as very large markets," he says.

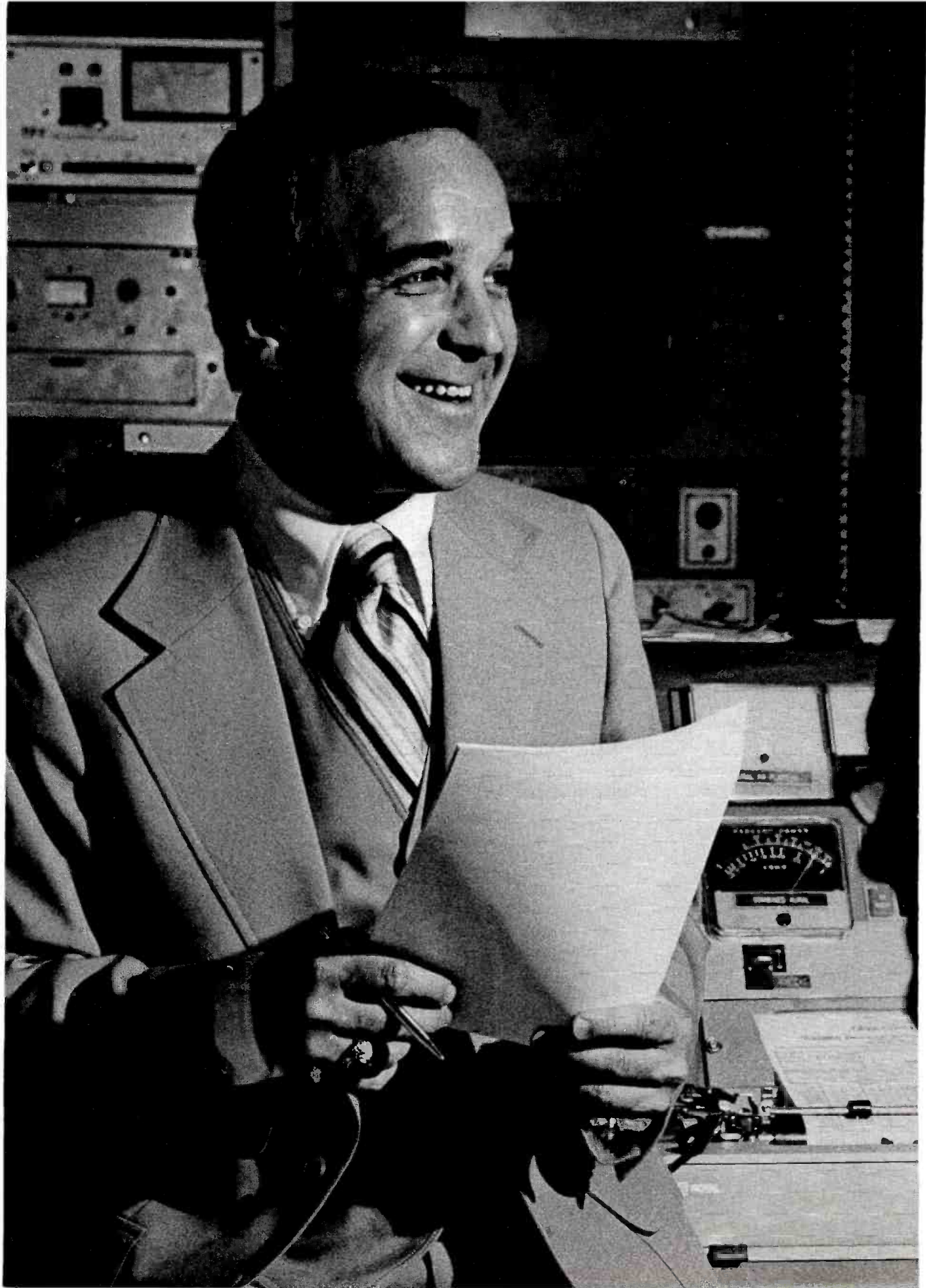
In at least 10 or 12 of the cases in which

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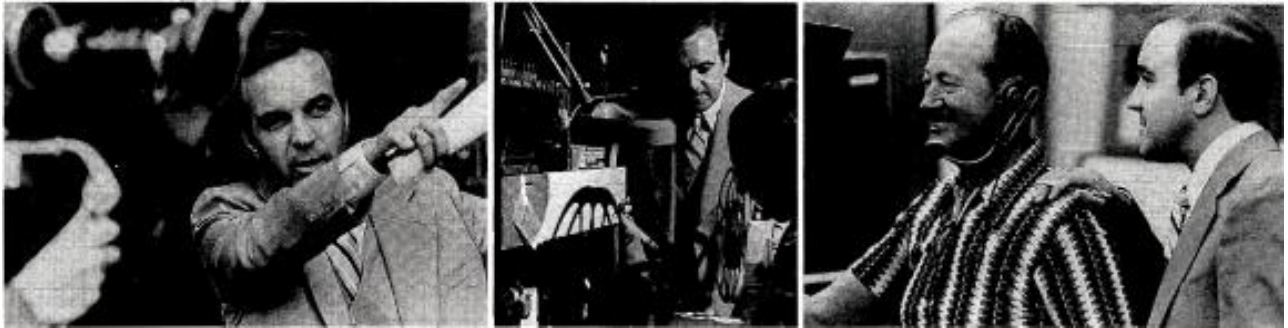
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Jim, as program manager for WJBK-TV and president of NATPE, you would be in a good position to give us some insights about how a TV station must respond to community needs.

"People are challenging the industry to do better. And licenses are also being challenged as well as programming. So the station manager must understand news and journalism. The news is important. If a viewer prefers to watch the news on a particular station, that station becomes his favorite and he tends to stick with it. So news affects ratings overall. But it's a great opportunity for a station to build an image through local news features. We do a lot of local news and sports coverage. I would say that film was an integral part of the WJBK-TV success story."

What do you see as the future of the NATPE?

"Well, the organization is just 15 years old but it has really been growing in the last five or six years."

Why should this be happening now?

"Two reasons. The growing importance of local programming and the prime access rule. A few years ago the FCC decreed that there would be only three hours of prime time. That meant a half hour would be turned over to the local stations. And that made all the difference. The local stations went from no prime-time responsibility to that half hour.

"After that, our conventions began to attract top management. And that's important. Look at the statistics. From 1970 to 1977 our membership went from 210 to 835 and there were over 2,200 at our last conference."

We know that "Operation Prime Time" is being carefully watched by everyone. What kind of numbers would indicate success?

"We think a 25 share nationally would certainly be good. It could fall under that and still succeed depending on circumstances, competition and a few other factors. Or even if it leads to future developments, it could be considered successful.

"I think for the future we are going to see a lot of dial switching and programming flexibility. And the airing of lots of new ideas. Lots of them."

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AMST has opposed short-spaced drop-ins (or move-ins), the proponent has been a member. Some, in Mr. Jennes's words, have admittedly been "de minimus"—say, a transmitter move that might mean short spacing by only a few miles—but the association has opposed them just the same. "We have won more than we lost," he says. (Among AMST's conspicuous victories over an important constituent: defeating Storer Broadcasting's attempt to move a Wilmington, Del., VHF into the Philadelphia market.)

■ AMST perceived a new threat on broadcasting's horizon in the mid-sixties: cable television.

As Les Lindow recounts it, "Cable wasn't our issue for a long time. But when it got to the point that it was talking in terms of having a wired-nation concept replace over-the-air broadcasting and that therefore the television spectrum could be used for other than broadcast purposes—we said, 'Now just one minute.' That was getting into our area of interest. At the time when we were sounding the cry on cable, no one else was involved."

AMST committed itself to a campaign to restrict CATV to its original and "conventional" purpose: delivering broadcast signals to areas unreachable over the air (as in the mountains of Pennsylvania and the Pacific Northwest, where cable got its start). In early 1965 AMST filed a petition with the FCC arguing that the commission should regulate cable which retransmits broadcasters' signals. The commission assumed that jurisdiction and for several years AMST was deeply involved.

"In more recent years," says Mr. Lindow, "the National Association of Broadcasters has made cable a prime priority. Accordingly, AMST is now involved only in limited cable matters and gives a much higher priority to its long-standing obligations."

Conspicuous among the latter is land mobile—"continuing efforts by nonbroadcast users to take away or share the broadcast television spectrum," as Mr. Lindow sees it. "Initially they wanted VHF; then they decided they better not even try that. Now it's UHF. Until the FCC does a better job of managing the spectrum, we're going to have a continual hue and cry for more spectrum space for land mobile and users of that sort. It's shocking," he says, "when you realize what we have to go through to get our licenses renewed and show what we're going to do with the spectrum space we're granted compared to what the land mobile people have to do. They just send in a postcard, so to speak, and they get a grant. This is a song we've been singing for a long time."

Most of the issues AMST sees as important in the decades ahead have a familiar ring to them. "The next 20 years are going to see a much more strenuous effort to pre-empt spectrum space by all sorts of users," in Mr. Lindow's opinion. "First, the government user, who in most instances comes out spelled 'military.' The government user doesn't really let people

in on how he's using his spectrum space. I'm talking about defense users for the most part. They drop that national security thing and you can't find out, Congress can't find out."

President Carter's proposed reorganization of the executive branch poses possible problems for television broadcasters, from AMST's perspective. If, as anticipated, the Office of Telecommunications Policy is dismantled and its functions spread among the White House, the Office of Management and Budget and, mostly, a new Commerce Department unit headed by an assistant secretary for telecommunications, broadcasters could lose an important check on government spectrum demands, Mr. Lindow feels. "OTP's place was to act as referee between government and private spectrum users. We can see more and more government demand and it's going to be tougher without OTP."

■ Success has brought many rewards to AMST and its principals, but affection has not been conspicuous among them. On the contrary, and from the start, the association has waged an uphill and, generally, losing fight against its image as, in the words of Les Lindow, "The Association of Fat Cats." It's a perception AMST has learned to live with, if not to like.

"The fact of the matter," Mr. Lindow rebuts, "is that the fattest cats in the business are not members at all, and we won't allow them to come in: namely, the networks. Besides that, there are a number of non-network-owned groups that are not members—RKO General, for example. Actually, over half our members are in the smaller markets."

There are still other groups—Cox Broad-

casting and Westinghouse, for example—that were AMST members but have since left the fold. J. Leonard Reinsch, the chairman of Cox, prefers not to elaborate further than saying "we felt the group had gone beyond the bounds of what it was originally organized to do." It is generally believed that Cox and AMST parted company over the issue of cable, Cox being one of the major broadcast groups that has cast part of its lot with each of those media.

Donald H. McGannon, the chairman and president of Westinghouse Broadcasting, is more explicit about his organization's pulling out of AMST. "I had my reservations and my counsel had reservations about an organization that was working to maintain the status quo in an area where the public interest was involved. Maybe 170-mile minimum separations in VHF markets is right—but maybe 100 plus X miles is right. As I said to the House Communications Subcommittee [in testimony regarding rewrite of the Communications Act], there is a real need on the part of the government and the industry to re-examine themselves in relation to frequency allocations. I've always felt that because the public good is involved, no allocations are sacred."

The association's admitted hard-line approach has won it few friends at the FCC or on the Hill, either. Indeed, the comments that come from those quarters—none, concededly, for attribution—are enough to make one wonder about the association's record of success. Among them: "They are so totally negative." "Their defense of UHF television is not sincere as far as the people at the FCC are concerned. They say one VHF drop-in



The man who. Tom E. Paro, who is ticketed to succeed Les Lindow as AMST president later this year, joined the organization as executive vice president last September after a long career in the action ranks of broadcasting. He started with Mutual in Chicago in 1948, after graduation from the University of Missouri's journalism school, and later transferred to New York as an account executive. From there he joined NBC Television Spot Sales in 1955, became director of sales at the network's owned and operated wac-tv Washington in 1960. Two years later he was station manager. In 1966 he became station manager of wnbc-tv New York, and then returned to wrc-tv as vice president and general manager in 1969. Mr. Paro had transferred to NBC's government relations staff in 1977 before being offered the AMST assignment.

would completely undermine the UHF industry and nobody can believe that." "They argue selective facts—maximum service for their own members is what they want from Congress." "They are the hardest of the hard-liners." "Their people are honest and dedicated but they undercut the majesty and authority of the outstanding broadcasters they represent by taking the positions they do."

Such reactions account for the fact that AMST's hard-liners have sometimes had to develop hard shells, too. For the most part, they're content to stand on the record. In the final analysis, of course, that's what an association is judged by.

■ The congressional rewrite of the Communications Act alluded to by Mr. McGannon, and the upcoming World Administrative Radio Conference (WARC '79), are high among the priorities on AMST's mind as it turns from its past to its future. "I've got to believe," says Mr. Jennes, "that no matter how the U.S. delegation is split up they simply cannot take any action internationally that would prejudice television broadcasting in the U.S. My concern about WARC is based on past performance. The principal thrust for the reservation of a large amount of spectrum space for satellite-to-home broadcasting at the last conference came from the U.S., ostensibly because of the needs of India and South America. It was hard for me to understand why we were so hell-fire bent on advancing what we saw as the needs of other countries in the use of the spectrum internationally."

AMST's position on the rewrite is that "it is neither necessary nor desirable"—again, to quote Mr. Jennes. "I think the issue of the rewrite is: Do we continue to believe that the people of America can best be served by a system of locally operated, locally programed stations—even though the programing includes that provided by national network sources—or are we going to toss that system out and have a wholly different system? I'm not saying that everyone who wants a rewrite wants to tear down the system, but I think that's what the rewrite is essentially about. It is essentially a challenge to the system of radio and television broadcasting that we have and that we know."

AMST will have no part of that. The organization's credo, as Les Lindow described it as he prepared to relinquish the association's reins to Tom E. Paro, a former NBC executive who joined the staff as executive vice president (and president-in-training) last year, will remain to defend "a system of television broadcasting available to all the people—poor and rich, urban, suburban and rural, large city and small town." More than that, he says, AMST's mission in television must always be "to take the long view."

The need for that approach, says Jack Harris, will not disappear. "Land mobile is never going to go away," he says. "Drop-ins and deintermixture are going to stay with us. We may win battles, but we never win wars."

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WBTV Charlotte and
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the Association of
Maximum Service Telecasters
for 21 years of outstanding
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Congratulations



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and the AMST

WHBF-TV Rock Island, Ill.
A CHARTER MEMBER STATION

Les Lindow

We salute you for your
many years of loyal friendship
and valued counsel.

Frank W. Mayborn

KCEN-TV 6
TEMPLE WACO

Commerce Dept. says broadcast revenues topped \$8 billion in the past year

And it predicts that industry will continue to grow at same rate—12% in '78, to \$8.4 billion in sales; cable tracked at 14% gain in '77

Net revenues for television and radio amounted to an estimated \$8.1 billion in 1977—\$5.9 billion for television and \$2.2 billion for radio—according to the United States Department of Commerce.

In its *U.S. Industrial Outlook 1978*, Commerce estimates that advertising expenditures in 1977 in television were \$7.5 billion, up 13% over 1976, and pretax income was \$1.38 billion. Advertising expenditures for radio were figured at about \$2.18 billion, up 10%, and income \$167 million, an 11% increase over the previous year.

According to *Outlook 1978*, the cable television industry added an estimated 1.15 million subscribers in 1977 to reach a total at yearend of 12.8 million, and revenues from basic subscriber service reached about \$880 million, a 14% increase over 1976. Total subscribers are expected to grow close to 14 million by the end of this year and revenues should increase 11% to \$980 million.

The steep growth that television broadcast advertising experienced in 1976 could not be sustained in 1977, Commerce says, but the industry "settled back to a still very healthy rate estimated at between 13% and 14%," representing an increase of about 22% in network advertising—at the expense of spot, which dropped sharply from a 30% rate of growth in 1976 to only about 7% last year. The growth of local television advertising is expected to have dropped from 23% to about 10%. There was, however, "no marked change in the proportionate contributions of these three categories to the total. Network advertising amounted to an estimated 46%, spot 30% and local about 24%," Commerce says.

Television is estimated to have had a 20% share of total advertising expenditures in 1977, up from 19.8% in 1976, and is expected to receive about a 20.3% share in 1978.

Commerce looks for advertising expenditures for television to increase about 12% in 1978 to about \$8.4 billion and revenues by a like percentage to \$6.6 billion. Pretax income is expected to increase approximately 9% to \$1.5 billion.

FM stations continued to grow at a more rapid rate than AM last year, Commerce says. FM's reporting separately, those AM-FM combinations reporting some FM revenue and independent FM's had an estimated \$480 million in revenues last year. They are expected to reach "at least \$570 million in 1978." Rising costs, how-

ever, are expected to offset this 9% gain, resulting in a decline in pretax income of 7% to about \$156 million.

"Radio has become primarily a local advertising medium as the large national advertisers gravitated to television," the Commerce report states, and, after rising steadily in recent years, local advertising expenditures for radio "appear to be stabilizing at about 75% of the total spent on radio." The network share of total industry advertising expenditures has leveled off at about 4% and national and regional spot has dropped to approximately 21%.

Commerce says that radio's continuing growth in revenues is a direct result of the medium's effort "to improve [its] share in the face of keen competition"—namely television and newspapers. Radio revenues in 1978 are expected to increase about 9% to an industry high of about \$2.4 billion.

Starr principals in mood to sell

Buckley, Long tell board they'll listen to buyers

The board of directors of Starr Broadcasting Group Inc. has voted to "undertake a detailed consideration" of a move by three of its largest stockholders to sell their shares in the company. According to Bruce Johnson, president of Starr, the shareholders announced at a board meeting two weeks ago they had "indications of interest" from groups or companies thought to be considering a purchase of a substantial amount or all of Starr's stock (BROADCASTING, Jan. 9).

Mr. Johnson emphasized, however, that neither he nor the board received any indications that there were, in fact, definite buyers for the stock. "No determination" has been made by the board to sell, he said, and there have been "no negotiations" with any potential buyers.

The board's action came three days after Starr had requested that the Securities and Exchange Commission stop trading in its stock, as it did on Jan. 3. Mr. Johnson said that rumors of an impending sale had become so prevalent in financial circles that the situation had gotten "out of hand." The trading halt was due to be lifted last Friday (Jan. 13) at midnight, and the stock, listed on the Midwest Stock Exchange in Chicago, was expected to open for trading today (Jan. 16). On Tuesday, Dec. 27, the last day of trading reported in BROADCASTING's stock index, Starr shares were quoted at 6-1/2. About 1.4 million shares are outstanding.

The stockholders said to be considering selling are William F. Buckley Jr., Jim Long and Thomas Merriman, who hold approximately 40% of Starr's outstanding stock. Mr. Johnson said that Mr. Buckley and Mr. Long had requested board consideration of the proposal but were described in an official announcement of the

board meeting proceedings to be "considering" selling their shares. Mr. Long, Mr. Johnson said, indicated that he was interested in selling his holding independent of any corporate action. Mr. Long holds about 11% of the Starr stock and is president of TM Productions, Dallas.

After nearly two years of severe financial difficulties, Starr recently reported that it was once again operating profitably. According to its most recent report, the company reduced its accumulated deficit from just over \$3.5 million to \$1.3 million. The company sold two of its broadcasting outlets—WCYB-TV Bristol, Va., and WLOK(AM) Memphis—for \$8.6 million and \$725,000, respectively (BROADCASTING, March 28, Jan. 31, 1977) and, according to the annual report, was "then successful in refinancing our senior debt and public debentures, which were in default, with loans in the amount of \$11 million." The company's long-term debt was reduced from \$24.5 million to \$14.7 million.

The Starr station group now includes: KXLR(AM) North Little Rock, Ark.; KABL-AM-FM Oakland-San Francisco; KHVO(TV) Hilo, Hawaii; KITV(TV) Honolulu; KUDL-FM Kansas City, Kan.; WTVO-TV Lexington, Ky.; WBOK(AM) New Orleans; WWW(FM) Detroit; KDTX(FM) Dallas and KYOK(AM) Houston. It recently announced the sale of KCNW(AM) Fairway, Kan. (Kansas City), to Universal Broadcasting Stations for \$325,000, plus a \$100,000 covenant not to compete (BROADCASTING, Dec. 12, 1977).

Try that again: NAB board nominees

Several on original list decline to run, new slate is released

Seven broadcasters have declined nominations to the National Association of Broadcasters radio and TV boards, while three new names have been added to this year's board ballot.

The new nominees are L.J. Patricelli, WTIC-AM-FM Hartford, Conn., in the radio board Class A market race, replacing David Morris, KNUZ(AM)-KQUE(FM) Houston; Allan Land, WHIZ-TV Zanesville, Ohio, and Tom Percer, WHNT-TV Huntsville, Ala., in the TV board race, replacing Robert Bennett, WCVB-TV Boston, and Don B. Curran, Field Communications, San Francisco.

Besides Messrs. Morris, Bennett and Curran, other nominees to decline nominations were Frank Balch, WJOY(AM)-WQCR(FM) Burlington, Vt., and Philip Spencer, WCSS-AM-FM Amsterdam, N.Y., in the Class C market radio board race; Clint Formby, KPAN-AM-FM Hereford, Tex., in Class D market radio race, and William Eure Jr., WSSV(AM)-WPLZ(FM) Petersburg, Va., in the district four radio race.

Following is the complete revised list of candidates for the 12 available radio and six TV board seats, voting for which is to

be completed by Feb. 13.

District two (New Jersey and New York): Martin Beck, WGLI(AM) Babylon -WBLI(FM) Patchogue, both New York; William O'Shaughnessy, WVOX(AM)-WRTN(FM) New Rochelle, N.Y.

District four (North Carolina, South Carolina and Virginia): Arch Harrison Jr., WJMA-AM-FM Orange, Va., and Carl Venters, WPTF(AM)-WQDR(FM) Raleigh, N.C.

District six (Arkansas, Louisiana, Mississippi and Tennessee): Wayne Hudson, WMPS(AM)-WHRK(FM) Memphis, and Adrian White, KPOC-AM-FM Pochontas, Ark.

District eight (Indiana and Michigan): Michael Lareau, WOOD-AM-FM, Grand Rapids, Mich., and Dean Spencer, WBW(AM)-WBIF(FM) Bedford, Ind.

District 10 (Iowa, Missouri and Nebraska): Dale Cowle, KASI(AM)-KCCQ(FM) Ames, Iowa, and Robert McKune, KTTR(AM)-KXNN(FM)Rolla, Mo.

District 12 (Kansas and Oklahoma): Fred Conger, KWBW-AM-FM Hutchinson, Kan., and Pat Murphy, KCRC(AM)-KNID(FM) Enid, Okla.

District 14 (Colorado, Idaho, Montana, New Mexico, Utah and Wyoming): Jack Chapman, KGAK(AM)-KQNM(FM) Gallup, N.M., and Roy Mapel, KIML(AM) Gillette, Wyo.

District 16 (Arizona and Southern California): Gordon Mason, KJOI(FM) Los Angeles, and Jack Willis, KHEP-AM-FM, Phoenix.

Class A (markets of 500,000 or more): L.J. Patricelli, WTIC-AM-FM Hartford, Conn., and Cullie Tarleton, WBT-AM-FM, Charlotte, N.C.

Class B (markets of 100,000 to 500,000): Herbert Hobler, WHWH(AM)-WPST(FM) Princeton, N.J., and Wendell Mayes Jr., KNOW(AM) Austin, Tex.

Class C (markets of 15,000 to 100,000) Walter Rubens, KOBE(AM)-KOPE(FM) Las Cruces, N.M., and Julius Talton, WHBB(AM)-WTUN(FM) Selma, Ala.

Class D (markets below 15,000): William Rollins, WSVN(AM) Valdese, N.C., and J.T. Whitlock, WLBN(AM) Lebanon, Ky.

Television board:

Forest Amsden, KGW-TV Portland, Ore.; Thomas Cookerly, WJLA-TV Washington; Bob Gordon, WCPO-TV Cincinnati; W. Frank Harden, State Telecasting Co., Columbia, S.C.; Ray A. Karpowicz, KSD-TV St. Louis; Robert K. King, Capital Cities Communications, Philadelphia; Allan Land, WHIZ-TV, Zanesville, Ohio; Mike McKinnon, KIII(TV) Corpus Christi, Tex.; Tom Percer, WHNT-TV, Huntsville, Ala.; Mark Smith, KLAS-TV Las Vegas; Leonard Swanson, WHCT-TV Pittsburgh, and Walter Windsor, WFTV(TV) Orlando, Fla.

Wiley expands horizons: TARPAC trustee, teaching

Former FCC Chairman Richard E. Wiley has accepted nomination to the board of trustees of the Television and Radio Political Action Committee, the National Asso-

In black and white. The American Newspaper Publishers Association reports that the broadcast media spent close to \$70 million in daily newspaper advertising in the first nine months of 1977, a gain of more than 37% over the first three quarters of the previous year, and more than the \$65 million they spent in the papers in all of 1976.

ciation of Broadcasters-affiliated organization for political education and campaign giving.

The group is to elect new trustees at the NAB convention in Las Vegas, April 9-12. Kirkland & Ellis, the law firm for which Mr. Wiley is managing partner in Washington, has also accepted an NAB assignment to give an antitrust opinion on the extent to which the NAB code can restrict children's and toy advertising. John Summers, NAB executive vice president and general manager, said last week that he doubted Mr. Wiley would be directly involved with that.

Mr. Wiley will also share some of his experience in broadcast regulation in the classroom. Beginning Feb. 8, he will co-teach a seminar on broadcasting and government with Philip Hochberg, partner in the Washington law firm of O'Connor & Hannan, who recently headed the House Communications Subcommittee's investigation into questionable practices in the networks' coverage of sports (BROADCASTING, Oct. 10, Nov. 7, 14, 1977). The course, to be offered Wednesday evenings at The American University, Washington, is designed for broadcasters, Mr. Hochberg said.

NAB study says most stations carry some children's programs, follow code board ad recommendations

An examination by the National Association of Broadcasters research department of television renewal applications filed at the FCC last year indicates nearly all the TV licensees carried some sort of children's programming on weekdays in the last year, and most were in compliance with the children's advertising time standards in the association's TV code.

Reviewing the renewal applications of 109 TV stations in 11 states last October, NAB found that 94% offered some weekday programming for children, and 63% said they scheduled children's shows—entertainment, instruction or combinations of the two—every weekday.

Five of the 109 stations reported carrying children's programs on weekends only. One, an independent UHF station, reported carrying none at all.

In addition, the association found 49% of the stations carrying shows aimed specifically at preschool age children.

NAB also studied 132 renewal applica-

tions last September for adherence to children's advertising guidelines, and found 113 TV stations to be in compliance with the NAB code time standards. The standards, in effect since Jan. 1, 1976, limit stations to nine and one-half minutes of commercials per hour in children's programs on weekends and to 12 minutes per hour on weekdays.

Eight stations reported one violation each; another eight reported three or more violations, two of which failed to explain why. All of the 132 proposed to adhere to the time standards in the coming year.

NAB undertook the study to show the FCC that stations are taking self-regulation seriously in the matter of children's programming. The commission, in its 1974 children's TV policy statement, declined to set children's program guidelines, deciding instead to see how well industry self-regulation works. Its guidelines specify that there should be a "reasonable amount" of educational and informational programming for children, that TV stations should make some provision for preschool children, and that children's programming should not be confined to weekends.

Although not a scientifically random sample, the NAB test group corresponds to the real universe of TV stations in that roughly two-thirds of those studied are subscribers to the NAB code.

Changing Hands

Announced

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

■ KTIP(AM)-K100(FM) Porterville, Calif.: Sold by Gateway Broadcasters Inc. to Chief Broadcasting Inc. for \$700,000. Seller is owned by Gary Garland, his wife, Anna, and Larry Cotta, station manager. They also own K100(FM) Atascadero, Calif. (not on air). Buyer is group headed by Monte Moore, play-by-play announcer for Oakland A's baseball team. Other principals in buyer are Frank H. Haas and Ralph M. G. Swany, president and vice president, respectively, of mobile home park developer in Florida and Southwest. Buyers have no other broadcast interests. KTIP is on 1450 khz with 1 kw day and 250 w night. K100 is on 99.7 mhz with 15 kw and antenna 690 feet above average terrain.

■ KAPS(AM) Mount Vernon, Wash.: Totem Broadcasters Inc., licensee, sold by George B. Aller to Valley Broadcasters Inc. for \$400,000. Mr. Aller, who has no other broadcast interests, also owns Aller & Associates, advertising and sales consulting firm. Buyer is owned by Bruce Shorts (60%), Seattle attorney, and James J. Keane, sales manager of KREM-AM-FM Spokane Wash. KAPS is 500 w daytimer on 1470 khz. Broker: William A. Exline Inc.

■ WCOU-AM-FM Lewiston, Me.: Sold by Mid-Maine Communications Inc. to David P. Welbourne for \$288,000, plus

\$80,000 covenant not to compete. Seller is owned by Philip Greene and his wife, Constance, who have no other broadcast interests. Buyer is half owner of WNCA(AM) Siler City, N.C. WCOU is on 1240 khz with 1 kw day and 250 w night. WCOU-FM is on 93.9 mhz with 13 kw and antenna 250 feet above average terrain. Broker: Keith W. Horton Co.

■ WQVQ(AM) Highland Park, Ill.: Sold by Vanguard Communications Inc. to Fred Eychaner for \$260,000. Seller is owned by James F. Hoffman, who recently sold WVVX-FM Highland Park for \$183,750 (BROADCASTING, Aug. 1, 1977) and is 50% owner of buyer of KDCE(AM)-KBSO(FM) Espanola, N.M., for \$475,000, subject to FCC approval (BROADCASTING, Aug. 22, 1977). Buyer is president of commercial printing firm in Chicago and has no other broadcast interests. WQVQ is 1 kw daytimer on 1430 khz. Broker: Richard A. Shaheen Inc.

■ Other station sales announced last week by the FCC included: KOWL(AM) South Lake Tahoe, Calif., and WLBO(AM) Morgantown, Ky. (see page 65).

Approved:

Station sales approved by the FCC last week included:

■ KOOO-AM-FM Omaha: Sold by Mack Sanders to Centennial Communications Inc. for \$1.2 million. Mr. Sanders is also owner of KBIL-AM-FM Liberty, Mo.; KECK(AM)-KHAT(FM) Lincoln, Neb., and

KTOW(AM)-KGOW(FM) Tulsa, Okla., and has bought WENO(AM) Madison, Tenn., for \$750,000 (BROADCASTING, Oct. 17, 1977). Mr. Sanders has also sold, subject to FCC approval, KFRM(AM) Salina and KICT(FM) Wichita, both Kansas, to Jaco Inc. for \$4 million (BROADCASTING, Jan. 2). Buyer is owned by Bruce Mayer and Marshall Hambric, both of Denver. Mr. Mayer is broadcast management and marketing consultant. Mr. Hambric is accountant. KOOO is 1 kw daytimer on 1420 khz. KOOO-FM is on 104.5 mhz with 31 kw and antenna 285 feet above average terrain.

■ KANO(AM)-KTWN(FM) Anoka, Minn.: Sold by Community Service Radio Inc. to North Suburban Radio Co. for \$550,000, plus \$75,000 covenant not to compete. Seller is principally owned by Thomas R. Holter, owner of WIBU(AM) Poynette and WLVE(FM) Baraboo, both Wisconsin. Buyer is owned equally by Jack I. Moore, Allison R. Mercer and Bruce B. James. Mr. Moore is applicant for new AM at Cambridge, Minn., and formerly owned KABG(FM) there and WAYL(FM) Minneapolis. Miss Mercer has financial interests in Minneapolis, and Mr. James is attorney there. KANO is 1 kw daytimer on 1470 khz. KTWN is on 107.9 mhz with 57 kw and antenna 320 feet above average terrain.

■ WACE(AM) Chicopee, Mass.: Sold by Tele-Measurements Inc. to Carter Broadcasting Corp. for \$600,000. Seller is owned by Jack R. Poppele, long-time broadcaster

and former head of Voice of America, who has no other broadcast interests. Buyer, principally owned by Kenneth R. Carberry, also owns WRYT(AM) Boston. WACE is 5 kw daytimer on 730 khz.

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

■ Other station sales approved by the FCC last week included: WRCK-FM Sheffield, Ala.; WVNS(FM) Tuskegee, Ala.; WMMW(AM) Meriden, Conn.; WOXR(FM) Oxford, Ohio; KZIP-AM-FM Amarillo, Tex., and KOLJ(AM) Quanah, Tex. (see page 65).

Lee, Taylor, Bryant on tap for annual NRB convention

Workshops and speeches highlight four days of 35th gathering of religious broadcasters

Anita Bryant, Marabel Morgan and FCC Commissioner Robert E. Lee will share the limelight next Sunday (Jan. 22) as the 35th annual convention of the National Religious Broadcasters convenes in Washington. The meeting is scheduled to run through Wednesday, Jan. 25.

Among the highlights at the coming convention is a special television seminar entitled: "How you can use TV." It has been billed as a seminar "committed to helping you achieve maximum effectiveness in your TV ministry." Arthur R. Taylor, former president of CBS Inc., will deliver the keynote address for the television portion of the convention (scheduled for Monday afternoon, Jan. 23). Others participating in the television programs will be Russ Reid, president of his own marketing and public relations agency and a professor of communications at Fuller Theological Seminary, and Irvin S. Yeaworth Jr., president of Valley Forge Films.

Miss Bryant is to lead off the four-day meeting at a special opening session Sunday night. She will present musical shows at both the opening session and again at the keynote session Monday morning. Miss Morgan, author of *The Total Woman*, will speak at two women's seminars to be held on Wednesday. Catherine Marshall, author and widow of the late minister, Peter Marshall, and LaBelle Lance, wife of former director of the Office of Management and Budget, Bert Lance, are also scheduled to speak at women's meetings slated for Monday and Tuesday.

FCC Commissioner Lee will address a luncheon on Tuesday. Immediately follow-



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1/16/78

FILMWAYS RADIO WRITES A SUCCESSFUL CHAPTER IN THE SAN JOSE BOOK.

ARBITRON RADIO

Audience Estimates in the
Arbitron Market of
San Jose

STATION CALL LETTERS	ADULTS 18-34					
	TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
KARA	49	1075	40	814	1.0	6.3
*KAZA	2	94	2	87		.3
KBAY	38	774	22	456	.5	3.5
KEEN	14	231	14	195	.3	2.2
KEZR	51	696	43	554	1.0	6.8
KFAT	56	803	30	429	.7	4.8
*KIBE	7	253	6	200	.1	1.0
KDFC	14	372	6	162	.2	1.3
TOTAL	21	435	14	285	.3	2.3
KLIV	34	1027	17	860	.4	2.7
KLQK	71	1928	49	1068	1.2	7.8
KNTA	14	158	14	158	.3	2.2
KOME	56	1028	47	842	1.1	7.5
KRVE	10	126	10	102	.2	1.6
KSJO	84	1230	47	672	1.1	7.5


ADULTS 18-34

Mon-Sun, 6am-12mid
Last Book (Apr/May '77),
1800 Avg. Persons Per ¼-Hr.,
3.1 Share
This Book (Nov/Dec '77),
5100 Avg. Persons Per ¼-Hr.,
6.8 Share

STATION CALL LETTERS	WOMEN 18-34					
	TOTAL AREA		METRO SURVEY AREA			
	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. (00)	CUME PERS. (00)	AVG. PERS. RTG.	AVG. PERS. SHR.
	23	490	20	343	1.0	6.0
	2	94	2	87	.1	.6
	26	440	16	301	.8	4.8
	5	97	5	97	.2	1.5
	33	300	31	281	1.5	9.3
	30	331	16	180	.8	4.8
	3	139	3	200	.1	.9
	5	222	6	200	.1	.9
	8	288	6	153	.3	1.8
	10	541	10	483	.5	3.0
	48	1233	34	647	1.6	10.2
	12	90	12	90	.6	3.6
	27	355	26	311	1.3	7.8
	9	60	9	60	.4	2.7
	17	375	13	217	.6	3.9

WOMEN 18-34

Mon-Sun, 6am-12mid
Last Book (Apr/May '77),
1400 Avg. Persons Per ¼-Hr.,
4.6 Share
This Book (Nov/Dec '77),
3300 Avg. Persons Per ¼-Hr.,
9.3 Share



January 3, 1978

Steve Epstein and John Price
Filmways Radio, Inc.
1610 N. Cahuenga Blvd.
Hollywood, California 90028

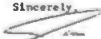
Gentlemen:

You did what you said you would do. Our sales are up, our programming is superb, and the numbers in the new book are a joy to behold.

I've been through bad experiences with other programmers, and I've learned to appreciate a good one. Filmways is definitely a good one.

All of us here at KEZR are looking forward to a great year in 1978, and a long-term relationship with Filmways.

Thanks.

Sincerely,

Jim Levitt
General Manager

JL:dw

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20•40

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ing Mr. Lee's speech, NRB will hold a plenary session on "Sex and Violence in the Media."

The association expects a record attendance at this year's sessions at the Washington Hilton. More than 1,200 religious broadcasters attended the 1977 convention that was also held in Washington (BROADCASTING, Jan. 31, 1977).

NRB is planning to hold 30 broadcast workshops including sessions for noncommercial broadcasters, commercial stations, overseas broadcasters and program producers. The workshops will include discussions on FCC regulations, music licensing issues and funding problems.

Calendar confusion excuse by applicant upheld by appeals court

**FCC is told to accept filing
submitted late due to confusion
over proper date of Veterans Day**

The FCC has been reversed by the U.S. Court of Appeals in Washington in a case in which the commission refused to waive its cut-off rule for an FM applicant who claimed confusion over which Veterans Day the federal government was observing.

Bradwin Corp., composed of Oak Hill, W.Va., residents, filed an application for FM channel 290, in Oak Hill, on Nov. 12, 1975, one day after the deadline. Bradwin asked for a waiver of the cut-off rule on the ground it had assumed the federal government, like West Virginia and most states, observed Veterans Day on Nov. 11 and that, as result, it would take the filing one day late.

Two applicants had already filed for the channel in nearby Mount Hope, and one, Nick Joe Rahall II, a member of the chairman of the board of Rahall Corp. and now a Democratic congressman from West Virginia, opposed the waiver request. A year later, the commission denied it.

The court said it would be difficult to reverse an action denying waiver if the commission had acted promptly and set the competing applications for hearing.

But, it noted, the commission has yet to order the comparative hearing. Thus, it said, denial had not advanced the commission's purposes, nor the other applicants'.

Furthermore, the court added, the case is "exceptional" in that Congress itself has recognized the confusion it created in 1968 when it adopted the statute providing for observance of Veterans Day on the fourth Monday in October instead of on the traditional Nov. 11. The House report accompanying the recommendation said that 46 states had not followed the federal lead.

By Nov. 11, 1975, the date at issue in the case, the court said, Congress had redesignated Nov. 11 as the date for the federal observance of Veterans Day, effective in 1978. If Congress has recognized the danger of honest confusion, an agency created by it—"and explicitly admonished by it not to be 'arbitrary' or 'capricious'—should do the same" the court said.

Accordingly, it reversed the commission order denying waiver, and directed the commission to accept Bradwin Corp.'s application for filing.

Combined law journal set by FCBA, UCLA

The Federal Communications Bar Association and the University of California at Los Angeles have reached agreement on a one-year experiment in merging their publications. The new publication will be called the *Federal Communications Law Journal*. And the FCBA president, Edgar W. Holtz, expressed hope the arrangement will be permanent. For the FCBA, the arrangement means access to academia and to parts of the country some members feel its *Federal Communications Bar Journal* failed to reach.

Charles Firestone, formerly of Citizens Communications Center, who now heads the communications law program at UCLA, will serve as a faculty adviser to the *Journal*. The law school will edit the *Journal* under the direction and with the advice of the FCBA publications committee.

Articles may be submitted to the *Jour-*

nal, at UCLA Law School. First issue of the new publication is expected in April or May.

Media Briefs

Cash crop. National Association of Farm Broadcasters awarded its first annual \$1,000 NAFB Foundation scholarship to Tom Waldinger, senior at University of Illinois majoring in agricultural communications. Award is given "to students exhibiting achievement in electronic agricultural communications."

Deregulation, Canadian style. French-speaking Quebec province proposed to Canada's federal government that regulation of broadcasting and telephone services be taken over by provincial governments. Suggestion, made by Louis O'Neill, provincial minister of communications, was reported to have been met with guarded welcome in Ottawa—where Federal Communications Minister Jeanne Sauve was said to be prepared to negotiate with Quebec and other provinces on limited authority over telecommunications. Mrs. Sauve was reported to be against transferring regulation of federally chartered Bell Canada to provincial governments. Mr. O'Neill's proposal came after Supreme Court of Canada ruled against Quebec and held that cable television regulation falls under federal jurisdiction.

Star's in Jersey. Washington Star Communications Inc. has bought Hudson Dispatch Co., publisher of morning newspaper in Union City, N.J. WSCI, owned by Joseph L. Allbritton, owns *Washington Star* and several small newspapers in Northeast. Its station group includes: WLVA-TV Lynchburg, Va.; WCIV(TV) Charleston, S.C., and WJLA-TV Washington—which it has sold to Combined Communications Corp. in \$100 million transaction that includes swap of CCC's KOCO-TV Oklahoma City (BROADCASTING, April 4, 1977).

From France. CBS Inc. has acquired 80% interest in Doin Editeurs, medical and science publisher in France, for price believed to be in \$2-million range. Spokesman said acquisition is not large but is part of expansion of CBS International Publishing division.

FCC union matters. Labor Department will hold hearing during week of Feb. 6 on question of scope of FCC bargaining unit that should be involved in representation election being sought by two unions. National Association of Government Employees, which wants to represent non-professional employees, and National Treasury Employees Union, which is interested in both professional and non-professional employees, propose bargaining units limited to Washington area. Chairman Charles D. Ferris contends appropriate bargaining unit should include employees nationwide (BROADCASTING, Jan. 2).

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Some not-too-kind outside opinion on U.S. TV violence

PTA panel hears representatives from other countries tell how it is back home; most have criticism of American programs, attitudes

In Sweden recently there were two public movements against violence on television but not with the "dynamic furor and energy" of the antiviolence campaign in the U.S. In Israel, many of the popular American-made programs shown on the government-controlled television network carry announcements that young children should not watch them. In Mexico, a rating system, similar to that used for motion pictures in the U.S., is used to inform viewers of the acceptability of certain programs.

Last Tuesday the National Parent Teachers Association's television commission heard from the representatives of six foreign countries on how their television systems deal with the problem of violent programs and younger viewers. The speakers, most associated with their respective embassies in Washington, said they were not overly impressed by American television—although most admitted that American programs are very popular in their countries.

Dr. Lars Ulvenstam, cultural counselor from the Swedish embassy and a television producer before joining the diplomatic corps, was especially critical of American violence. He said Swedes were "puzzled" by the apparent inattentiveness of the television industry to the violence issue. He said the networks and broadcasters seemed to have turned "deaf ears . . . to social scientists, congressional committees and the concerned public regarding violence in television.

"It is astonishing that even now a major television leader can maintain that there is no proven evidence of a connection between violence on television and real violence," Dr. Ulvenstam said.

Roland Husson, cultural attache at the French embassy, said that his experience had indicated that violence was an important part of America's "mythology," and that American programs viewed in France were giving the public there a distorted picture of this country.

Shmuel Shay, regional director of the Israel Aliyah Center in Washington, said America seemed "to have violence everywhere, not just on television." In Israel, he said, "there is an ongoing debate about the influence of TV on youth and children, and there were some cases of juvenile crime which were clearly inspired by some of the violent scenes in these series."

From Mexico, Yolanda Sanchez, a Washington correspondent for Televisa



How the rest of the world does it. Pawa Watanasupt (l), public relations attache for the Royal Thai Embassy, Washington, spoke to the TV commission of the National Parent Teachers Association on televised violence in Thailand. PTA President Grace Baisinger (r) said the meeting offered "a new and expanded opportunity to explore the impact of television on children's lives."



S.A. (a commercial network), told the PTA that three years ago 37 violent American series were canceled in a concerted effort "to prevent the poisoning of young, impressionable minds." Television there, she said, has developed a rating system to inform the public about the suitability of programs. In advertisements, TV listings and the like programs are given an A, B or a C rating (A for children, B for family and C for adults). Miss Sanchez said television in Mexico was "geared to social service, rather than to serve simply as a sales tool." She said she hoped that the PTA's antiviolence campaign would "spread to other countries."

Pawa Watanasupt, public affairs attache from the Royal Thai Embassy, said children's programs in Thailand were "mainly didactic," although "such good films as the *Brady Bunch*, *Family Affair* and the *Andy Griffith Show*" are shown regularly.

While there are violent programs shown in Japan, apparently their influence on children is rather minimal—principally because young people there do not watch that much television. According to Akio Nakajima, educational attache at the Japanese embassy, youngsters there "hardly have any time to spend with television." According to a recent study,

he said, students in the fifth and sixth grades spend an average of 14 hours each day studying (both in and out of school). Children's programs are regularly presented in the early evening, but criticism has generally been leveled at programs shown between 8 p.m. and 10 p.m., when the potential children's audience is considerable. There is a debate in Japan on the problem of children's viewing, Mr. Nakajima said, but "not to severe" as in the United States.

The most stinging criticism of American programming techniques was Dr. Ulvenstam's, however, "Even if there were no absolute proof of harmful effects [of TV violence]," he said, "the industry should still not be allowed to program whatever the majority will tolerate, thus putting total responsibility on the public and assuming none itself."

"To say that the right of free speech and freedom of information can't be violated is of course only nonsense. We accept regulations and limitations in many areas, and I can't see any reason to tolerate environmental hazards or a threat to the health and welfare of young people by defending the freedom of American Motors or Chevrolet or General Foods or whatever."

While Swedish television is very con-



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cerned with the violence question, he said, it has always been "much more permissive" on the question of sex on TV. In answer to a question on the subject by committee member Paul Vance, Dr. Ulvenstam declared: "We believe it's better to screw than to kill."

PTA report suggests number of ways to help stop TV violence

Study says such programing causes 'progressive desensitization' and calls for monitoring, protests and advertiser boycotts

Parents and television viewers concerned about the present state of violent programing "feel national awareness must be aroused to the enormity of the problem," said the National Parent Teachers Association last week as it released a summary of a 320-page report, "The Effects of Television on Children and Youth." The PTA's TV commission concluded "that a variety of approaches, including economic boycott" may be proposed to "effect a crucial change in the environment—a reduction in television violence."

The report included the findings of the PTA TV commission, which held a series of eight public hearings in late 1976 and early 1977 on the violence question (BROADCASTING, Jan. 31, Feb. 28, 1977). Other findings included:

- "The progressive desensitization of children who view violent acts regularly on television." According to the report's summary, many people who work with children regularly reported witnessing a "growing callousness of young people" and a "loss of real human feelings of compassion and understanding in young viewers." Many who testified before the PTA commission reported an increasing "tolerance to violence" among young viewers.

- A "major concern" of those who testified before the commission was "acts

of violence performed by youth in direct imitation of those seen on television." The commission said that "the painful consequences of violence are often underplayed" on television as young people are presented instead with "the exciting or stimulating" aspects of violent actions.

- Responsibility for doing something about violent programing lies in the laps of the public, broadcasters, government, schools and advertisers. The commission said parents must monitor television "to insure that programs are suitable for viewing and not harmful to children and youth." Parents should make their views known to all of those responsible for putting programs on the air. The commission said it received testimony, too, that broadcasters should take responsibility for "decreasing the amount of violence and increasing positive programing."

Others who spoke before the group said "the federal government should assume responsibility for funding or conducting national research on television's impact" on the young. Schools, the commission said, should be charged with "teaching critical, analytical" viewing skills to children. And advertisers, whom some witnesses called "the effective and only censors" of television, "were urged by many ... to begin watching the programs they sponsor. Corporate monitoring of the programs could help to offset the effects of ratings and the profits that violent programing generates," the report said.

PBS policy spelled out for apprehensive Tennesseans

In response to a resolution by the Tennessee State Board of Education, the president of the Public Broadcasting Service affirmed last week that the network is "committed to advancing tasteful national programing of the highest standard—without compromising the creative process."

The board's resolution, passed at a meeting Friday, Jan. 6, asked PBS to adopt a language code in light of what one board member, Hugh McDade, called the "significant escalation of distasteful language on programs presented by PBS." Another

board member, Jim Hawkins, said the educators were not attempting to censor PBS, but "we are simply asking public broadcasting to establish its own code."

PBS President Lawrence Grossman said the board's resolution raised a "substantive issue" that has been under "continuing review" at PBS.

Mr. Grossman said PBS "does maintain clearly defined standards and practices" governing program content, but that it was the network's policy to leave decisions concerning suitability of shows broadcast to "each public television licensee." Mr. Grossman added that "PBS believes the individual station licensee is in the best position to make this determination."

CBS-TV continues to fiddle with program schedule

Second-season reconfiguration is altered; 'Szyszyk' is dumped

CBS-TV has further juggled its prime-time program schedule, countermanding earlier changes that hadn't gone into effect yet.

In the most recent changes, announced Jan. 11, the network tinkered with its 8-9 p.m. lead-off hours on Tuesday and Wednesday. *Szyszyk* has been cancelled, *Celebrity Challenge of the Sexes* has been moved and *Sam* has had its debut postponed indefinitely. Two new shows have been scheduled for short-run tryouts beginning in March—*The Return of Captain Nemo* and *Spiderman*—to fill the gap until the first premieres. Details are as follows:

Celebrity Challenge of the Sexes, which had been slated to run from 8-9 p.m. Wednesday, has been moved to the same period on Tuesday, beginning Jan. 31. *Sam*, the cop-and-dog series previously scheduled in that slot, will be held back for a trial run at a later, unspecified time. Going into the 8-9 p.m. slot vacated by *Szyszyk* and *Celebrity Challenge* will be five one-hour specials, beginning Feb. 1 and ending March 1. On March 8, *Captain Nemo* will go in for three weeks and on April 5, *Spiderman* will take over. *Spiderman* is currently defined as a series entry. *Szyszyk* premiered as a series on Dec. 7 and has scored low 20's shares since then.

CBS programmer Harvey Shephard said last week that a number of other series are also ready to go in as short-run tryouts in the spring, barring an instant hit with one of those already scheduled. They are *The Ted Knight Show* (six episodes completed), *Another Day* (12 episodes) and *The Incredible Hulk* (12 episodes) for early evening, and *Dallas* (five episodes) and *Husbands and Wives* (12 episodes) for late evening. *Dallas*, a evening show is a drama about the rich and powerful in Texas, while *Husbands and Wives* is a comedy that deals with the adventures of four couples in suburbia.

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'All in the Family' to be less than all

Struthers and Reiner say they're not coming back next fall

The future of CBS-TV's Sunday night cornerstone, *All in the Family*, is still undecided for the 1978-79 season, but at least two of its stars won't be returning. The future of CBS-TV's Sunday night cornerstone, *All in the Family*, is still undecided for the 1978-79 season, but at least two of its stars won't be returning.

Sally Struthers and Rob Reiner, who play the daughter and son-in-law of Archie and Edith Bunker, both have said they will definitely not be part of the show's cast next season. Mr. Reiner is under contract to ABC-TV as an actor and producer.

But a spokesman for co-producer Norman Lear said last week that discussions are still in progress with stars Carroll O'Connor and Jean Stapleton, and the possibility remains that they will take part in a renewed but revamped version of the series or in a number of specials based on it. A final decision is expected within the next month. CBS's program chief, B. Donald Grant, said that announcements of the series' demise have been made in previous years, and that he at least hasn't given up on it yet.

All in the Family remains the fifth most popular show on the air this season, its eighth, averaging a 24.9 rating.

Helping Johnny read

Capcities undertakes 30-week program in three cities to improve young comprehension

Capital Cities Communications, group station owner, has launched an ambitious 30-week program, said to be the largest of its kind ever conducted, to improve the reading ability of school children in New York, Washington and Philadelphia.

With the cooperation of the three commercial TV networks, Capcities is providing scripts of 10 television network programs for students in schools in those cities to read—preferably but not necessarily in conjunction with watching the programs. At the same time it is developing and distributing to 600 teachers in each of the three cities special guides for classroom use before and after each program to help sharpen the children's interest—and skills—in reading and expand their vocabularies and comprehension.

A Capcities spokesman said the company was investing approximately \$250,000 in the project, including \$75,000 for an evaluation of its impact by the Center for Educational Research and Evaluation at Pennsylvania State University.

The project, called the Capital Cities Television Reading Program, is being directed by Dr. Michael McAndrew of Philadelphia, an educator who several

Replay it again, Sam. Howard Cosell, whose kibitzing sometimes upsets sports viewers, has endorsed a procedure that could placate football fans disturbed by questionable officiating. In an appearance on ABC-TV's *Good Morning, America* Mr. Cosell proposed that the National Football League put extra game officials in TV trucks to monitor instant replays. That way, Mr. Cosell said, if a questionable call is made by an official on the field, the officials in the TV truck could review the action on instant replay and, if necessary, overrule it.

"The emotions of millions of people should not be aroused by miscalls and a multimillion-dollar league should not be run like a bush league," the ABC commentator declared. Mr. Cosell referred specifically to a controversial quick whistle that ruled dead a fumble by the Denver Broncos during an American Football Conference championship game against the Oakland Raiders.

An NFL spokesman responded last week that the replay camera doesn't always give the whole picture. He said cameras shooting from different angles have been known to give different impressions of the action they record. Another problem, the spokesman said, is the expense of adequately equipping stadiums with replay gear for the 14 games that will be played on each of 16 weekends next season. Nonetheless, Mr. Cosell's proposal, which the spokesman said has been made by others, will be considered in the NFL's year-end procedural review of officiating techniques.

years ago pioneered this concept of using television as a tool in the teaching of reading. Dr. McAndrew has joined the Capcities staff as director of educative services.

The project was launched in conjunction with the Nov. 6 telecast of ABC's *Six Million Dollar Man*. The second program in the series was the Nov. 17 episode of CBS's *The Waltons*, and the third was the Dec. 5 broadcast of NBC's *Little House on the Prairie*. The fourth program is currently being selected. In all there will be 10, spread over the school year.

Capcities officials believe the project will not only improve reading skills but also—

as research on Dr. McAndrew's earlier Philadelphia efforts indicated—improve motivation, school attendance and the desire of students to do outside reading on their own. If the Penn State evaluation finds the project successful, officials said, further funding may be sought to expand the program to other cities.

Philadelphia, New York and Washington were chosen for this pilot project, according to Capcities executives, because school officials in all three cities were familiar with the concept and enthusiastic about participating, and because New York and Washington are near enough to Philadelphia that Dr. McAndrew and his associ-

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ates, who are based there, could reach them quickly if problems developed. Capcities has a station in Philadelphia, WPVI-TV, but no television station in New York or Washington.

Basketball fan claims foul, takes Storer to circuit court

Disgruntled viewer sues WITI-TV for dropping weekly NBA games; blacks charge discrimination

Devotees of classical and other forms of music are known to complain to the FCC when a station abandons, or even talks about abandoning, their particular form of listening pleasure. Now, in Milwaukee, home of the Milwaukee Bucks, it is professional basketball fans who are complaining, though not to the FCC. As a result, Storer Broadcasting Co. finds itself faced with what it regards as the necessity of going to court to prove it cannot be sued into telecasting professional basketball games, or presumably any other type of programming.

But that doesn't mean Storer won't present basketball.

The controversy grows out of the deci-

sion by Storer's WITI-TV Milwaukee, a CBS affiliate, not to carry CBS's National Basketball Association games on Sundays. Last year, when WITI-TV was still an ABC affiliate, NBA basketball on that network was a ratings loser.

The decision produced a class-action suit filed by a local attorney and Bucks fan, Alan S. Goldberg, in Milwaukee County Circuit Court. The suit seeks an order directing the station to carry the NBA games offered on the CBS network. The suit, which refers to WITI-TV as a "quasi public utility" with the "duty" to provide programming of local interest, cites the presence in the city of the Bucks, "the thousands of season ticket holders, and the average home [game] attendance [of] 10,500."

The station also received a letter from the United Black Community Council, of Milwaukee, which said blacks do not accept the low-ratings explanation for the decision not to carry the NBA games. It said they are aware of the "limited number of blacks appearing on television," and noted the high percentage—the letter claims 90%—of black NBA players.

The letter was one of 73 the station received in response to a column by Bob Wolf in the *Milwaukee Journal* urging readers to complain to WITI-TV. The station also received 265 telephone calls and petitions with 18 names, according to station officials, who did not consider it an outpouring of sentiment. When the first Sunday of the regular CBS NBA schedule passed, on Jan. 8, with no basketball, the station received another 150 calls and some 60 letters.

Storer appears to see a principle involved in the dispute. Hank Davis, vice president and general manager of the station, said Storer is concerned over the possibility that the class-action suit, which he called "frivolous," will cause viewers to believe they "can sue the station and force it to carry basketball." So in the hearing to be held in the case today (Jan. 16), Storer will urge dismissal on the ground the court lacks jurisdiction.

But Mr. Davis also indicated that Storer was maintaining an open mind on the issue of basketball coverage. "We're trying to respond to people, to provide what they want to see and hear," he said. So once the court issue is disposed of, "We'll consider the question of basketball favorably."

Program Briefs

Forfeit. CBS Sports has terminated its agreement with tennis promoter Bill Riordan for *Heavyweight Championship of Tennis* series. Event had been annual CBS feature since 1975, but controversy over promotion of matches as "winner take all" face-offs surfaced last year and prompted re-evaluation (BROADCASTING, May 16, 1977, et seq.).

NBC gets Martin. Steve Martin has signed long-term contract with NBC-TV. Comedian will star in specials in current season

and in 1978-79 as part of deal.

Return engagement. NBC-TV has wooed Miss America pageant back after one-year fling on CBS-TV in 1977. Contest had been on NBC-TV for 11 consecutive years before that. Live broadcast is set for Sept. 9 (10 p.m.-midnight NYT).

Fernwood figures. In first two business weeks since Norman Lear committed himself to produce *America 2Night*, spin-off of *Fernwood 2Night* (BROADCASTING, Dec. 19, 1977), his TAT Communications claims signings in 21 markets, including KCOP(TV) Los Angeles, WFLD-TV Chicago, WKBS-TV Philadelphia and WLVI-TV Boston. Negotiations are said to be under way in 19 other cities. New York remains unsigned.

New additions. Group W Productions reports it has signed 17 more stations to run *Marlo and the Magic Movie Machine*. Show, produced by Corporation for Entertainment and Learning and Fish Communications, is now taken by 70 stations, representing more than 70% clearance.

Fore. One-minute of golf instruction will be featured in NBC-TV tournament schedule for that sport. Package was sold to network by *Golf Digest* magazine, is sponsored by investment firm of Paine Webber, Jackson & Curtis.

More Howard. ABC Sports commentator Howard Cosell will appear daily on TV network's *Good Morning, America* (7-8 a.m. NYT). Mr. Cosell previously appeared three times weekly.

Tracing roots. ABC-TV will present *Roots: One Year Later* as one-hour special Jan. 23 (8-9 p.m. NYT). Show will give behind scenes look at how original "Roots," both book and miniseries, were made, and examine their impact.

Y&R has high hopes for syndicated soap

Y&R Ventures, the program distribution arm of Young & Rubicam, last week was awaiting the few remaining necessary station signings to run with *High Hopes*, a syndicated soap opera to begin the first week in April.

Already on board for the 52-week strip series are 20 stations (including the Metromedia group), representing 45% of the country. When contracted, advertisers Bristol-Myers, Lever Bros., Gillette and Nestle were guaranteed 50%. The show has been offered to stations on a barter basis (with three national minutes) and is being produced by another Young & Rubicam subsidiary, DCA productions.

Production costs are expected to run about \$50,000 a week for the series, said Richard Cox, president of Y&R Ventures. Last year, the two subsidiaries, 15 stations and the Canadian Broadcasting Corp. contributed some \$100,000 to produce a demonstration show.

Although not the first series to be distributed by Y&R Ventures, *High Hopes* would be the first continuing program to be produced in-house.

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Radio to retailers: We go together

David, Marks and Anderson tell NRMA conventioners of the value of advertising on their medium

The more retailers learn about radio, the more they will use it, the National Retail Merchants Association's annual convention was told in a panel session last week.

The advice came from panelists Miles David, president of the Radio Advertising Bureau; Marjorie Marks, RAB vice president for retail marketing, and Roger Anderson of Roger Anderson Productions, New York.

Mr. David told the session, held Monday (Jan. 9) in New York, that retailers have contributed much to radio's growth in the past few years and will contribute more in 1978, when "more retailers [will use] radio than ever before in the history of the medium."

He promised that radio broadcasters will not be insensitive to retailers' needs as advertisers. "We in radio," he said, "will do the following things to make your increasing use of radio more effective:

"We will continue to raise the level of consciousness of radio salespeople to retailers' needs, and this is a theme of our RAB sales clinic starting this week.

"We will continue to seek to ease your acquisition of co-op advertising funds for radio. Today hundreds of radio stations have co-op coordinators whose job it is to help you make use of increasingly available vendor funds for radio."

Ms. Marks said that "the current vitality of local radio and its 92% growth since 1970 demonstrate that as retailers become more involved in highly selective 'lifestyle merchandising,' the highly selective aspects of radio become more attractive to them. . .

"Whether it's young singles, retirees, mothers or outdoor sports enthusiasts you're seeking, radio can deliver them, efficiently and effectively."

Ms. Marks urged the retailers to use the ARMS II media-mix data bank to help them choose media selectively, and offered examples of other retailer uses.

"A Los Angeles retailer," she said, "asked us to use ARMS II data to demonstrate the advantages of a radio media mix to target working women. By substituting radio for half the TV budget, the retailer increased net reach, average frequency and total impressions, all at a major cost-per-thousand savings."

Similar successful uses of radio in media mixes with newspapers and with TV and newspapers were also described to the retailers.

Mr. Anderson told of a current radio campaign his company created for Save-Mart, a stereo and electronics chain:

"Four weeks ago, on Monday, Dec. 12, Save-Mart went on three radio stations in

New York, and five days later the chain had the biggest Saturday in its history. As a result of the instant success of retail radio, Save-Mart has now decided to stop advertising in two of the three newspapers it had been in, and put those print dollars in radio."

Mr. Anderson played a series of radio commercials that demonstrated, he said, that "radio fits life-style marketing and is breaking sales records and solving problems for retailers in markets of every size."

In another NRMA session, Marvin J. Rothenberg, director of marketing for the Westinghouse Broadcasting Co., presented a report on an exclusive study conducted by Westinghouse in the San Francisco Bay Area examining the interrelationship of customer attitudes, behavior and characteristics and their implications for retailers.

From down Louisville way: some shrewd advice on selling while keeping the local image

Retailers are local businesses and should look that way in their TV commercials, Richard Gordon, president of Louisville (Ky.) Productions, a division of WHAS Inc., told a workshop at the National Retail Merchants Association convention in New York last Wednesday.

"Whether you are Bloomingdale's or Bacon's, May Co. or Belk," he said, "you are still local and should appear that way. Your spots should stand out from impersonal national spots. This does not mean a sacrifice of image or quality, but they should be different. . . The spot should say that here's a local store with the fashion and items the customers want. Don't try to be national when being local is an advantage."

Mr. Gordon led an 80-minute session on "Producing Effective Low-Cost Television Commercials."

"Don't assume that the more you spend, the more you will get," he said. "It's easy to spend lots of money and difficult to achieve the same results spending less. Try to spend less, not more. That

Radio's even rosier. Blair Radio has revised upward its estimate of national spot radio revenue gains for 1978, pegging it now at "a strong 8% to 10% advance" over 1977. Previously, officials of the radio rep firm had said they anticipated a 1978 rise in the low end of that range, around 8.6% (BROADCASTING, Dec. 12, 1977). Their projection for 1977 remained in the 11-12% areas.

"Radio's growth resurgence is due to a number of exciting factors," Blair Radio President Thomas C. Harrison said in releasing the new estimate, which followed release of FCC figures putting spot radio's 1976 gain at 18.8%, higher than the 12% Blair had expected. Among the growth factors he cited: "FM radio's steady development as a substantial contributor of audience in markets of all dimensions; increased advertiser interest in reaching pinpointed prospects with the selectivity of radio; the impact on marketing by non-wired radio networks; fast-growing acceptance of advanced computer-based planning and analysis systems that clearly structure radio's key role in specific marketing situations, and new approaches to media-mix designs that evaluate the specific contribution of each medium in relation to marketing targets."

is the key to effective low-cost commercials."

Among his specific tips:

"Don't get involved with [fancy] productions—they'll be more interested in making a spot to win another account than in selling product.

"Teach your creative people what television is all about — how it works technically — what to avoid, what to emphasize, what costs what.

"Get firm bids from many different companies. High overheads do not translate into better commercials.

"Build a talent pool. This saves much pre-planning and lets the public recognize your format, models and voices.

"Get involved with concerned creative

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people—people who will look for the less expensive way of executing your commercial.

"Don't assume your agency knows the least expensive way of producing your commercial. Put the arm on them to be better buyers.

"Look at television production as you would any other resource. You try to save money when your buyers go to market, so why not be as careful when you buy production?"

"Always be sure what you spend is necessary to enhance what you are trying to say. You're not in show business—you're in *business* and want to stay in business, so watch your costs."

Mr. Gordon suggested that production costs might reasonably represent 10%-20% of the media budget, depending on the size of the budget. "But don't spend 10% if you don't have to," he cautioned. "Don't be ashamed at 5% to 3% or even 1% of budget. Remember at all times, never lose sight of what the commercial is supposed to do."

'Enquirer' into network TV

In its first use of network television, the *National Enquirer* is spending more than \$2 million during the first quarter of 1978 for participations on all three television

networks in daytime, prime time and nighttime periods.

The move into network by the national newspaper, which claims a circulation of 5.2 million, follows a test last year of television in various markets. The circulation advertising campaign, centering on the theme, "The Untold Story," was created by the newspaper's agency, Grey Advertising, New York.

New agency is brewing for Schlitz account

Eleven companies are vying for \$25 million in billings

Joseph Schlitz Brewing Co., Milwaukee, has asked 11 agencies—including the incumbent Leo Burnett Co., Chicago—to make a presentation for the estimated \$25 million Schlitz beer advertising account.

Schlitz said it has invited a small, already selected group of agencies to compete for the account. The advertiser said the brewery and Burnett "were not in complete agreement over the direction" of Schlitz advertisements and it was exploring "alternate approaches" with Burnett and other agencies.

Presentations were being made, starting last week, by Ted Bates & Co., Benton & Bowles, Compton Advertising, BBDO, Cunningham & Walsh, Grey Advertising and Ogilvy & Mather, all in New York; Foote, Cone and Belding and J. Walter Thompson in Chicago and Gardner Advertising in St. Louis.

Schlitz allots approximately \$17 million of its budget to television and radio and is particularly heavy in network television with sponsorship of sports events.

Advertising Briefs

Lost youth. Children aged 2-11 accounted for substantially more of last November's decline in homes using television than any other demographic yet examined, according to study released by Arbitron based on 19 markets selected as representative of U.S. Study compared November viewing by total women, women 18-49 and children 2-11 in various daytime and early-evening dayparts. Declines were invariably greater among children 2-11, by percentages ranging from 14 to 100. Not yet examined: viewing by teen-agers and men.

Two in one. Two of oldest agencies in country, Albert Frank-Guenther Law Inc., New York, and Foote, Cone & Belding Communications, New York, have merged, with AF-GL operating as wholly owned subsidiary of FC&B. Foote, Cone & Belding dates back to 1873. It has worldwide billings of \$445 million and in 1977 had domestic broadcast billings of almost \$180 million. AF-GL, founded in 1872, has billings of more than \$30 million, principally in financial and corporate advertising and public relations.


His master's voice. RCA Corp. plans to give its "Nipper" trademark increasing visibility as part of its corporate identity program. RCA has had trademark since 1929 but in recent years used it principally on its "Red Seal" records. It has engaged Walter/Group Inc., New York, design and graphic firm, to incorporate trademark into RCA's marketing program, which will include print advertising and probably TV advertising for various consumer products.

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Climbing higher. Advertiser investments in network television in November 1977 totaled \$404.5 million, up 20.1% from November 1976, according to figures compiled by Broadcast Advertisers Reports and released last week by the Television Bureau of Advertising.

The month's total brought network TV billings for the first 11 months to almost \$3.3 billion, with each network passing the billion-dollar mark ("Closed Circuit," Jan. 2). For the first 11 months, ABC-TV's total was put at \$1,129,284,200, CBS-TV's at \$1,095,133,800 and NBC-TV's at \$1,062,762,400. The three-network total was 21.6% above the year-earlier level.

	1976	1977	% Chg.	1976	1977	% Chg.
Daytime	\$114,330,600	\$143,357,700	+25.4	\$926,984,400	\$1,144,264,300	+23.4
Mon.-Fri.	77,203,800	97,251,500	+26.0	622,936,900	774,661,900	+24.4
Sat.-Sun.	37,126,800	46,106,200	+24.2	304,047,500	369,602,400	+21.6
Nighttime	222,511,400	261,172,000	+17.4	1,776,806,200	2,142,916,100	+20.6
Total	\$336,842,000	\$404,529,700	+20.1	\$2,703,790,600	\$3,287,180,400	+21.6

	ABC	CBS	NBC	Total
January	\$94,200,500	\$91,887,200	\$99,965,200	\$286,052,900
February	94,540,600	90,311,100	87,540,600	272,392,300
March	108,733,500	104,889,000	97,701,300	311,323,800
April	100,399,400	104,159,800	97,659,700	302,218,900
May	99,494,900	104,905,000	101,676,100	306,076,000
June	86,132,200	84,957,800	93,397,200	264,487,200
July	72,745,100	74,175,700	75,394,400	222,315,200
August	77,382,600	77,791,400	73,919,200	229,093,200
September	100,425,100	96,805,600	88,427,100	285,657,800
October	150,971,900	129,649,500	122,412,000	403,033,400
November	144,258,400	135,601,700	124,669,600	404,529,700
Year to date	\$1,129,284,200	\$1,095,133,800	\$1,062,762,400	\$3,287,180,400

The Broadcasting Playlist™ Jan 16

Contemporary

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

Playback

Sound of Skynyrd. *What's Your Name* (MCA), a medium-paced rocker by Southern boogie rock Lynyrd Skynyrd, is proving to be a quick addition at some top 40 radio stations where "the hard part nowadays is finding good rock 'n' roll records." So says program director Bobby Knight of WCUE(AM) Akron, Ohio, where the Skynyrd record has been added. *What's Your Name* is the first single released from *Street Survivors*, the group's last album recorded before three of the original 10 members died in an airplane crash last October. The single (at 30 on "Playlist") was added by KTKT(AM) Tucson, Ariz., and music director Ed Alexander calls it "a neat boogie song with good piano. I heard the record a few times and all of a sudden it just popped in my ears." **Abba action.** The Swedish rock group, Abba, that claims fans from America to Australia and Europe as well, is back on "Playlist" (at 39 with a bolt) with a new single, *Name of the Game* (Atlantic). Mr. Alexander of KTKT says he likes Abba's new one because "their records are so different." Christy Lucas of KGGO(AM) Des Moines, Iowa, describes this medium tempo tune as "nothing like any other song they have ever done." **Watch this space.** *Hollywood* (Columbia), a cut from Boz Scaggs's latest album *Down Two, Then Left*, is on at WGLF(FM) Tallahassee, Fla., and music director Danny Harmon says he is "going out on a limb on this one. I believe in the cut. It's immaculate." **Rita's remake.** Smokey Robinson's hit of the 1960's *The Way You Do the Things You Do*, is back on the air waves, but with Rita Coolidge the artist this time around. The single is the third from her *Anytime... Anywhere* album (A&M). Lee Malcolm of WIRL(AM) Peoria, Ill., predicts "this one is going to go. It's a good up-tempo record. I like it."

Country

<i>Last This week</i>	<i>This week</i>	<i>Title</i> □ <i>Artist</i>	<i>Label</i>
8	1	<i>Take This Job and Shove It</i> □ Johnny Paycheck	Epic
19	2	<i>To Daddy</i> □ Emmylou Harris	Warner Bros.
5	3	<i>Georgia Keeps Pulling on My Ring</i> □ Conway Twitty	MCA
~	4	<i>You're the One</i> □ Oak Ridge Boys	ABC/Dot
9	5	<i>My Way</i> □ Elvis Presley	RCA
4	6	<i>Something to Brag About</i> □ Mary Kay Place	Columbia
2	7	<i>What a Difference You've Made</i> □ Ronnie Milsap	RCA
11	8	<i>Lonely Street</i> □ Rex Allen Jr.	Warner Bros.
~	9	<i>Don't Let Me Touch You</i> □ Marty Robbins	Columbia
18	10	<i>I'm Knee Deep in Loving You</i> □ Dave & Sugar	RCA
6	11	<i>Come to Me</i> □ Roy Head	ABC/Dot
1	12	<i>Here You Come Again</i> □ Dolly Parton	RCA
15	13	<i>Middle Age Crazy</i> □ Jerry Lee Lewis	Mercury
21	14	<i>Mister D.J.</i> □ T.G. Sheppard	Warner Bros.
16	15	<i>Sweet Music Man</i> □ Kenny Rogers	United Artists
22	16	<i>I Want to Be Your Everything</i> □ Connie Smith	Monument
13	17	<i>Out of My Head</i> □ Loretta Lynn	MCA
14	18	<i>May the Force Be with You Always</i> □ Tom T. Hall	RCA
7	19	<i>The First Time</i> □ Billy "Crash" Craddock	ABC/Dot
12	20	<i>How Can I Leave You Again</i> □ John Denver	RCA
3	21	<i>Come a Little Bit Closer</i> □ Johnny Duncan	Columbia
23	22	<i>I Just Wish You Were Someone Love</i> □ L. Gatlin	Monument
~	23	<i>Blue Bayou</i> □ Linda Ronstadt	Asylum
~	24	<i>Standard Lie Number One</i> □ Stella Parton	Elektra
10	25	<i>Saving This Love Song for You</i> □ J. Rodriguez	Mercury

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.

A double setback for media access to court trials

Supreme Court takes slightly different stance in refusing to overturn two 'gag' orders; more such cases on way up

In the free press-fair trial controversy, the Supreme Court has come down on the side of the press when courts have issued orders restricting media coverage of trials. But last week, the high court let stand two "gag orders" courts have directed at lawyers, witnesses and other participants in trials.

In one, a group of South Carolina media organizations, including the South Carolina Broadcasters Association, had sought review of an appeals court opinion largely affirming a state court order prohibiting participants in the trial of a former state senator from talking to reporters (BROADCASTING, Aug. 22, 1977).

In the other, Ashby Leach, a defendant in an Ohio kidnapping case that attracted wide attention, had appealed a state judge's order prohibiting witnesses, jurors and lawyers from giving interviews or making statements until a verdict was reached. Mr. Leach was to be a witness, and wanted to be free to talk to reporters.

The organizations in the South Carolina appeal said the opinion of the Fourth Circuit Court of Appeals in the case involving former State Senator J. Ralph Gasque offered the high court an opportunity to clean up what the organizations said was the "disarray" among lower federal courts over the conditions under which reporters could be restricted in their coverage of trials, and to what degree.

They also said that orders directed at participants in trials are used to circumvent a 1976 Supreme Court decision virtually barring orders prohibiting the media from publishing or broadcasting information obtained in open court. "Trial courts increasingly are resorting" to such methods to restrict coverage, the petition for review said.

Although they failed to gain review, the organizations did persuade two of the justices, Byron R. White and Lewis F. Powell, that the court should review the case. Four votes are necessary to grant review.

Mr. Gasque, who was indicted with two co-defendants on charges of misusing federal manpower funds, was not re-elected after the indictment and was subsequently convicted. As for Mr. Leach, a jury acquitted him of 13 counts of kidnapping—he had held 13 persons hostage in downtown Cleveland—but convicted him of extortion and several lesser charges. That conviction has been appealed.

To Jack Landau, of the Reporters Com-

mittee for Freedom of the Press, which played a major role in organizing the media in the South Carolina case, the court's refusal to take the cases was "discouraging" on two grounds. "Psychologically," it will encourage judges to issue such orders, he said, and "constitutionally," it will "perpetuate the chaos" in the courts regarding such orders—as to the conditions and standards that should be observed in issuing them.

In any event, he said, "the issue won't go away." He noted a number of cases involving such orders are working their way up to the Supreme Court.

The South Carolina and Ohio cases were not the only ones affecting the press's ability to cover judicial proceedings that were the subject of a Supreme Court order last week. A third involved actions of Pennsylvania state courts in closing pretrial hearings in three murder cases—including the pending retrial of former United Mine Workers President W. A. (Tony) Boyle—and shutting off all information concerning the hearings. The orders were issued at the defendants' request.

The question of whether those actions were valid reached the high court on appeals from the Pennsylvania supreme court, which held that they were. But the U.S. Supreme Court sent the case back to the state court with a request for clarification as to whether its ruling was based on state or federal law.

The court's decision was challenged by the *Philadelphia Inquirer* and a number of other news and professional organizations as "a prior restraint on free speech and press."

Small outfits get break at radio-TV news dinner

The Radio and Television Correspondents Association in Washington has reaffirmed its decision to limit attendance at its annual dinner March 9, but has made an exception for small broadcast news bureaus.

Those operations, which are accustomed to having one or more 10-seat tables at the dinner, stood to be cut back to just a few chairs under a new rule limiting attendance to active association members, one guest each, and associate members, no guests ("Closed Circuit," Jan. 9). But after some complaints from one- and two-man operations in town, the association president, Paul Duke of WETA-TV Washington, decided last week to make an exception allowing small bureaus to have one full table if they had had one or more last year.

The new rule does lock out some groups, such as broadcast trade publications and the National Association of Broadcasters, which have hosted tables in past years, but it is expected that the top executives of those organizations will be invited, along with top government and elected officials in the field, as the association's guests.

Furness furor runs its course

Uproun over 'Today' report in which she served alcohol to students subsides as she apologizes on-air

The controversy surrounding *Today* show consumer reporter Betty Furness and her on-air serving of Heublein Inc.'s 30-proof Hereford Cows to suburban New York teen-agers (BROADCASTING, Jan. 2) appeared to have ended last week.

Following a public apology from Miss Furness on the program last Monday (Jan. 9), the Greenburgh, N.Y., school district unanimously agreed not to take legal action. Heublein Inc., which earlier had shot off fiery letters of complaint, still had its attorneys studying the situation. But according to a spokesman for the company, the matter "seems to have run its course."

At issue was a Dec. 13 *Today* show report in which Miss Furness went to a junior-senior high school and served 12- to-14-year-old students Heublein's strawberry-flavored, milky drink. As she said in the report last month: "The makers of these drinks say that their drinks are aimed at the sweet tooth generation and deny emphatically that their target is young people. However . . . organizations . . . are worried that the so-called milk drinks like Heublein's Hereford Cows, that come in six flavors . . . might tempt young people who don't like the taste of liquor but do like the feeling it gives them. I decided to test this theory . . ."

From that came complaints from both parents and school officials that not only was it illegal to serve alcohol to minors and on school property but that there was a question about how NBC News received permission to enter the school.

Furthermore the report was taken by some as implying that the participating students themselves were drinkers. It was that point to which Miss Furness addressed her apology. "Unfortunately, however, due to some of my closing remarks, some viewers may have gotten the impression that I was being critical of the students participating in the program or that they were all drinkers—abusers of alcohol. That is not what I intended . . . In fact, they appear to be teen-agers concerned about a significant social problem. I am personally sorry about this misunderstanding."

(In a discussion with *Today* show co-host Jane Pauley at the close of the original report, Miss Furness said "I'm appalled that these kids, 12 and 13, they're all drinkers. Every one of them drinks . . ." After the broadcast, but before the apology, Miss Furness reportedly explained that before taping she had questioned if any of the students had never had a drink and only one raised a hand.)

Miss Furness's statement did not address the subject of her offering the students an alcoholic beverage and apparently that will not be pursued in court.

Heublein Chairman Stuart D. Watson,



If it's news. Despite the contracts that he and his wife have with NBC (understood to be costing the network in excess of \$1.5 million), former President Ford showed up last Tuesday and Wednesday on the *ABC Evening News* in a two-part interview with co-anchor Barbara Walters. NBC admits that it checked out ABC's plans with the Fords' agent but denies having been upset. According to Norman Brokaw of the William Morris agency, who represents the Fords, "the President can be interviewed by anybody" as long as it's not for a special or a commentary. NBC had hoped to have its first Ford special on the air last month but problems concerning the rights to the President's print memoirs have delayed it until next spring. However, he was featured on the NBC's *Today* show Dec. 29. The network also landed Betty Ford for an interview; that date for that broadcast was uncertain.

however, called that a "clear-cut" violation of the law and said he was "shocked beyond belief" by the report. In a letter to NBC (complaints also were sent to the National Association of Broadcasters and others), Mr. Watson called the network the "perpetrator of a new low in distorting the news." He took the report as implying that Heublein was targeting its product toward young people and claimed it was "a disparagement" of the product and a "distortion" of its purpose.

Mr. Watson also urged "strong disciplinary action" for those involved with the broadcast. NBC, however, according to a spokesman, plans none and stands behind the report.

Graham pinpoints legal pressures that suppress radio-TV reporting

Denver seminar is given rundown of laws that can be misused to bring about news suppression

Fred Graham, CBS legal correspondent, told about 100 broadcasters gathered in Denver Jan. 7 that in the United States, "the most litigious nation on earth," legal "pressure points" are hurting broadcasters in two painful areas: their freedom as journalists and their pocketbooks.

He cited several areas in which the First Amendment and other laws are tripping over one another.

■ **Free press and fair trial:** Mr. Graham said that the Supreme Court decision in the Nebraska case has limited the use of judicial gag orders, but there was a reverse spin on that ball—judges are now closing trials completely.

■ **Privacy:** He said "privacy" is "always such a good word." Citing this right tends "to downplay rational analysis of what's at

stake," Mr. Graham said. The evolving body of law on privacy, he said, "holds up one of the great dangers to our profession because it's so vague."

■ **Subpoenas:** Mr. Graham said that prosecutors are now "getting the message"—journalists are willing to fight intrusions into the news process—and the number of summonses from grand juries and courts is diminishing. On the rise, however, are the number of subpoenas related to civil cases. Civil attorneys, said Mr. Graham, have much less to lose than a prosecutor in a First Amendment fight with journalists.

■ **National security:** "Loomed large a few years ago; now, happily, not so large," said Mr. Graham. Former President Richard Nixon gave national security a "bad name" by using it as a device for interfering with the press, said Mr. Graham.

"You have rights and you can fight back," he said. But, added Mr. Graham, fighting back can cost a lot of money. And that, he said, is where danger lies. The temptation of self-censorship should be resisted, he warned. "Increasingly, journalistic decisions are not made for journalistic reasons but for legal reasons."

Other features of the one-day meeting, sponsored by the National Association of Broadcasters, the Radio Television News Directors Association, the Society of Professional Journalists, Sigma Delta Chi and the Reporters Committee for Freedom of the Press, were a panel on gag orders, search warrants, subpoenas for news material and shield laws, and another on getting cameras and microphones into courtrooms.

S.F. TV stations reject DA's search warrant

Officials bearing search warrants found themselves face to face with security guards with guns drawn at KRON-TV San

Francisco last Dec. 29. The officials, from the office of the Marin county district attorney, were investigating a fight that had broken out at the construction site of a new marina about a week earlier.

All four San Francisco television stations that covered the incident—KTUV, KPIX, KGO-TV and KRON-TV—refused to allow the search warrants to be served, because, according to Ernie Schultz, president of the Radio Television News Directors Association, subpoenas are more acceptable to news personnel. "A subpoena is more restrictive, limiting the law enforcement agency to a specific piece of evidence, like a newsfilm. A search warrant permits the agency to snoop throughout the newsroom, into files and notes and everywhere else, and take away anything it wishes," he wrote for the RTNDA publication, *Communicator*.

Executives at KRON-TV and KTUV refused to surrender any footage, while KPIX and KGO-TV surrendered only film or tape of the incident that had already been used on the air.

A California appeals court ruled against the police in a case involving search and seizure in the newsroom of the *Sanford Daily* and that case is now before the U.S. Supreme Court. RTNDA has filed a brief in the case asking the court to halt the use of search warrants to obtain evidence in newsrooms. Until the Supreme Court rules, Mr. Schultz said, the appeals court decision is the "last word."

Penchant for ENG reflected in survey

RTNDA study finds it is preferred over film, most U.S. TV outlets already have electronic news gear, and more plan to install it soon

How does news coverage differ between stations using ENG and those shooting film? That question was the topic of a survey completed by the Radio Television News Directors Association and released in the January issue of RTNDA's newsletter, *Communicator*.

According to projections made from the survey, more than 500 of the approximately 725 commercial TV stations in the U.S. now use ENG, with most of the others planning to add it shortly.

Stations with ENG were found to shoot more stories than those that use only film, and the ENG stations covered about the same type of stories—two-thirds hard news, the rest soft. Of the hard news, ENG coverage of disaster type stories was about the same as that of stations without live ENG capability.

The majority of news directors, photographers and engineers polled said the switch to ENG had gone well.

Questionnaires for the survey—by Vernon Stone and John DiCioccio of the University of Georgia—were sent to 440 stations in the spring of 1977. Responses were received from 60%.

Two new devices debut in CBS's coverage of the Super Bowl

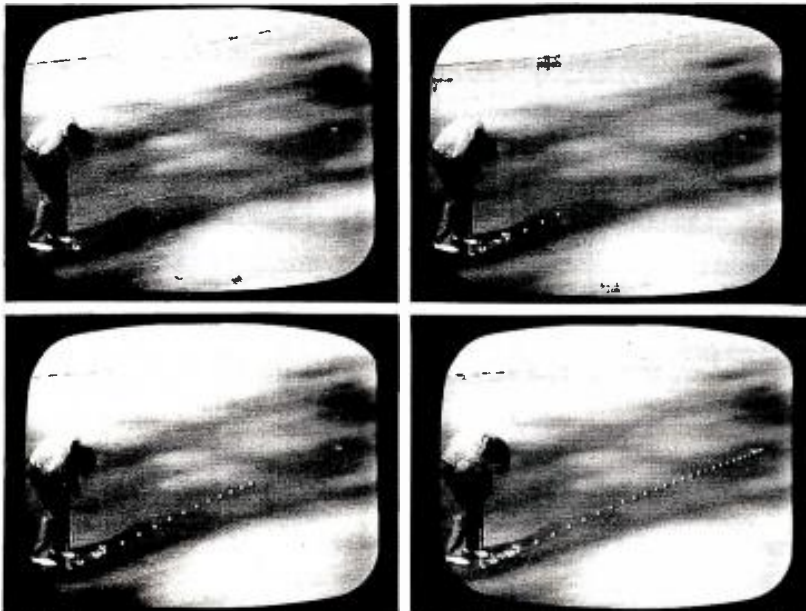
Electronic Palette and Action Track were to be introduced over weekend

CBS-TV planned to test two new digital electronics devices during its Super Bowl broadcast yesterday (Jan. 15), and while the network was experimenting with entertaining its audience, it may also have helped to create a new art form.

To be given their first on-air tryouts were the "Electronic Palette" and "Action Track" systems, both of which manipulate the video image—or create it—by breaking the picture down into digital, or element-by-element parts. The Electronic Palette is a joint development of CBS and Ampex Corp. Action Track was designed by CBS alone.

The Electronic Palette, first described in this journal last year (BROADCASTING, Sept. 19), is the more spectacular of the two systems. It is a form of television painting, with 256 colors, dozens of types and sizes of brushes and even different styles of strokes, all held in the memory of a digital frame store. According to CBS, the system allows the artist to control such elements as the intensity or saturation level of his colors and the thickness of his lines, enabling him to simulate the techniques of watercolor, oils, pen and ink and other forms.

For the Super Bowl demonstration, CBS had artist Leroy Neiman sketch his impressions of the action with the palette. To use the system, the artist holds in his hand an electronic pen, with which he checks off the various control elements from a "menu monitor" at his side. He uses the same pen to draw on an electronic "tablet." Some of the effects are con-



Follow the rolling ball. CBS's Action Track plots the 15-foot course of a golfer's putt, from club to cup.

trolled by the way the pen is applied to the tablet, the rest by the menu items chosen.

Cued by the pen, the frame store retrieves the desired effects from its memory and adds them to the picture, which is displayed on a second monitor facing the artist. Since the picture itself is entirely electronic—no marks appear on the artist's tablet—total erasure of any part of the picture is possible.

Mr. Neiman, for one, was extremely enthusiastic about the system. "Without any hesitation, I call this the art form of the future," he said in New Orleans last week. He said he had practiced with the palette for about three months at Ampex's California headquarters, and that the process took some getting used to. But by last week he complained of only one limitation he had found—the inability to create texture. Otherwise, he said, the machine put no crimps in his artistic style. In fact, he said that in some ways it enhanced his style by allowing him to discard and re-

paint parts of the picture more easily, hence more freely.

TV artists hoping to create more attractive maps, graphs and other illustrations, could of course use the same techniques. But Ampex said the system is not likely to become available on the market for several years. Robert Wussler, president of CBS Sports, predicted that "in 10 years this technology will be second nature."

CBS's Action Track may be in common usage even sooner than that. In essence, the system identifies the moving elements of a picture and leaves them displayed on the screen in such a way that the path of any moving object becomes visible. This is done by digitalizing the signal and putting it through a "motion identifier," the basic element of CBS's digital noise reducer (manufactured and sold by Thomson CSF).

The motion identifier examines each element of the picture and compares it to the next element to determine whether the difference between the two is big enough to connote movement. In the Action Track system, the movement elements are remembered by a digital frame store. They are recast in their original positions on the output picture, creating a sort of electronic time-lapse photography.

CBS planned to use the system with an overhead camera at the Super Bowl, hoping to create the paths of each player in a manner reminiscent of a coach's play diagram. Because the system tracks any motion in the picture, it works best when only isolated parts of the picture move, such as during golf putts or diving events. Contrast between the moving object and its background is also said to be important, and tests of the system with tennis players have been somewhat unsatisfactory for that reason, according to a CBS spokesman.

The rate of repetition of the moving im-



What it is, what it can do. At left, the Electronic Palette, a co-creation of CBS and Ampex. At right, two examples of what artist Leroy Neiman can accomplish with the new device.



age is adjustable and the system can be used live and in conjunction with other effects, including slow motion. CBS has no immediate plans to license a manufacturer for Action Track, the spokesman said. But he described it as basically a modification of the digital noise reducer, which Thomson now sells for about \$23,000 each.

CBN expands capacity for satellite delivery

Station owner, religion-oriented syndicator orders earth stations from S-A, several with power to transmit; hints of 'fourth network'

The Christian Broadcasting Network, which has been serving cable systems by RCA Satcom satellite since April 29, plans a major expansion in the broadcast station direction.

Through its Continental Satellite Corp. subsidiary, CBN has contracted with Scientific-Atlanta Inc. for 30 10-meter earth stations—seven with transmit/receive capability and 23 receive-only dishes. According to W. J. Chambers, Continental executive vice president, the entire effort, including hardware, installation, real estate and the like, should cost in the \$4.5 million-\$5 million range.

Already in place at CBN headquarters in Virginia Beach, Va., and near CBN's WYAH-TV Portsmouth, Va., is a new transmit/receive station; another is to be installed there shortly. CBN said it is considering the possibility of directing signals toward both the RCA and a Western Union satellite.

Other CBN stations—WANX-TV Atlanta, WXNE-TV Boston and KTXT-TV Dallas—also will have the dual capability. The remaining transmit/receive dishes, as well as receive-only units, will be leased to CBN TV affiliates that do not already own one. All are expected to be installed by this fall.

Other earth station orders and installations are expected to follow at broadcast stations, an effort one CBN executive described as a "fourth-network" effort.

Presently, CBN claims to serve some 1.5 million households through its satellite feeds to cable systems. CBN also syndicates programing, including its most popular program, *The 700 Club*, which airs on some 110-120 stations.

Technical Briefs

Selecta stats. RCA Corp. reported its "SelectaVision" home video cassette recorder climbed into second place in sales in final months of 1977 and is aiming for first place in 1978. (Sony Corp. is reported to be leader in VCR field.) Spokesman said RCA has expanded its advertising for "SelectaVision" in first quarter of this year to include national magazines as well as network television and local newspapers.

Word maker. Portac, Santa Barbara, Calif., has introduced KBD-1 video keyboard

titler. Equipment incorporates microprocessor, has push-button selection of one-, two-, four- or eight-line displays. KBD-1 also features adjustable speed horizontal crawl. Price is \$1,195. Portac is represented by Video Components Inc., Spring Valley, N.Y.

CCA sales. CCA Electronics Corp., Cherry Hill, N.J., has received orders for UHF and VHF transmitters at total value of \$1.5 million. Stations include WBFF-TV Baltimore (high-power UHF); WPTO(TV) Dayton, Ohio (15 kw VHF), and Good News Television's new outlet in Winston-Salem, N.C. (55 kw UHF).

Amperex advance. Amperex Electronic Corp., Slatersville, R.I., has brought out its new 45XQ Plumbicon tube. It's said to have limiting resolution of greater than 1,600 lines with 400 TV line response typically 95% and 1,000 TV line response between 35% and 40%. Maker also claims that 30 mm 45XQ has effective target diameter of 26 mm.

Dynair debut. San Diego-based Dynair Electronics has introduced SY-59990A color sync generator. Unit has oven stabilized crystal oscillator and pulse rise/fall times are controlled to minimize system ringing. Price is \$550 including rack frame adapter.

Ampex growth. Ampex Corp. announced \$5 million expansion of its Opelika, Ala., magnetic tape manufacturing plant. Work is scheduled to start in March.

Digital control. New digital telemetry remote control unit, 7601, has been introduced by Time and Frequency Technology of Santa Clara, Calif. System includes 10 channels of raise/lower controls, with units interconnected by telephone wire, microwave, STL or SCA. Unit, which sells for \$1,995, may be calibrated by one person.

Bell has Ideas for satellites

Digital technology could make it possible for birds to single out earth stations, carry more data

Bell Laboratories has proposed a new transmission and receiving system for communications satellites that would send digitalized "spot beams" to communicate directly with individual earth stations around the country. Bell claims the concept could double satellites' information-carrying capacity and improve transmission quality by using higher frequency channels, thus reducing interference with local microwave channels and opening the way for smaller antennas in larger cities.

The system, which Bell said is still in the "theoretical stage," would employ a "scanning/spot beam" signal transmitted on 11 ghz and 14 ghz channels, as opposed to the 4 ghz and 6 ghz channels currently

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used. The scanning beam would be broken into digital pulses which would sweep over the continental U.S. in one hundredth of a second. During that time, earth stations identified to the satellite by electronic code would deliver or receive the appropriate information. Also possible would be about a dozen fixed beams to serve major cities with heavy and consistent telecommunication traffic.

According to Bell's proposal, by reducing the size of the scanning beam from the wide-area fixed beam now used to about 1% of the nation's area, satellite channel capacity could be increased from 15,000 telephone conversations or other transmissions to more than 50,000. Antennas would need to be only 10 feet in diameter, Bell said, and could be attached

to buildings within larger cities. Scientists at Bell are now designing prototype equipment to test the concept.

FCC will study expanding cable relay service band

FCC has voted to issue a notice of inquiry and proposed rulemaking aimed at expanding the Cable Television Relay Service Band from 12.7-12.95 to 12.7-13.2 ghz. The action came in response to a request from Teleprompter Corp., and followed the commission's rejection of the Cable Television Bureau's proposal that the commission consider expanding CARS into other bands—1990-2500 mhz

and 6875-7125 mhz—on a secondary basis. Those bands are now used by the translator relay service. Chairman Charles D. Ferris and Commissioner Tyrone Brown would have approved the Cable Television Bureau's proposal, but Broadcast Bureau Chief Wallace Johnson expressed concern about overcrowding other bands, and noted that the commission's customary procedure in such matters is to consider whether the need for additional spectrum space has been established. And CARS licensees have not indicated such a need exists, he said.

Commissioners Robert E. Lee, James H. Quello, Abbott Washburn and Joseph Fogarty voted against expanding the proceeding, as proposed by the Cable Television Bureau.

Fates & Fortunes

Media

James M. Ailec, executive VP, NBC, with responsibility for NBC finance, research and corporate planning, and **Chester R. Simmons**, president, NBC Sports, elected to NBC board of directors.

James K. Parker, for past seven months president, chief executive officer and liquidating trustee of Kaiser Industries Corp., Oakland, Calif., named VP and general counsel of CBS Inc. He succeeds **Robert V. Evans**, who retired in December 1976.



Parker



Kimatian

Steve Kimatian, VP and general manager of Westinghouse Broadcasting's WJZ-TV Baltimore, promoted to area vice chairman, effective Feb. 13. **William F. Baker**, assistant general manager of WEWS(TV) Cleveland and national program manager of Scripps-Howard stations, will succeed him at WJZ-TV. Mr. Kimatian moves into post last held, in 1975, by **Herbert B. Cahan**, who has since retired.

Elissa L. Lebeck, director of research, Corinthian Broadcasting Corp.'s television stations division, New York, named VP, research.

John P. Barry, member of NBC Radio Network sales staff, New York, named regional manager, NBC affiliate relations.

Robert J. Wright, manager of business information, ABC public relations, West Coast,

named director of public relations, broadcasting, West Coast.

Robert Shay, VP, programming, WPIX(TV) New York, named station manager, KNXT(TV) Los Angeles.



Hollands



Voye

Dick T. Hollands, assistant general manager, WTVJ(TV) Miami, elected VP of parent, Wometco Enterprises, there. **Tay Voye**, director of programming for Wometco-owned stations, appointed WTVJ station manager.

D. Perry Murphy, station manager, WNAM(AM) Neenah-Menasha, Wis., promoted to executive VP-general manager of licensee, Cummings Communication Corp.

Francis A. DiProsa, sales manager, WOKR(TV) Rochester, N.Y., promoted to general manager, succeeding **G. Bennett Larson**, who retires after 51 years in broadcasting, last seven at WOKR.

Gary G. Fries, station manager, KOIL(AM)-KEFN(FM) Omaha, named VP-general manager, KAAY(AM)-KEZQ(FM) Little Rock, Ark.

Joseph A. Koff, station manager, KRUX(AM) Glendale, Ariz., named VP-general manager.

Scotty Renner, acting general manager, KQCA(FM) Canton, Mo., named VP-general manager. **John C. Cary**, salesman, named assistant manager and farm director.

Don Timmerman, general manager, WFMW(FM) Waterloo, Iowa, appointed VP-general manager.

Virgil (Hap) Halligan, sales manager, KEYC-TV Mankato, Minn., appointed general manager.

William H. Bell, from Montgomery & Associates advertising, Syracuse, N.Y., named general manager, WONO(FM) there.

Perry Frey, station manager, WLWQ(FM) Columbus, Ohio, named general manager.

Angelo Lordi, account executive, WFEM(FM) Ellwood City, Pa., named station manager.

Charles Betyeman, station manager, WLRB(FM) Rehoboth Beach, Del., named to same post, WSEA(FM) Georgetown, Del.

Lee Gray, program director, WKLO(AM) Louisville, Ky., named VP-operations director.

Allen Dennis, program director-air personality, WMAK(AM) Nashville, appointed operations manager.

Wendy Clem, graduate, Purdue University, West Lafayette, Ind., joins WJSV(TV) Elkhart, Ind., as promotion manager.

Todd Berman, promotion assistant, WFSB-TV Hartford, Conn., named on-air promotion manager. **Marcie Lain LaBelle**, production assistant for children's programming, appointed promotion assistant.

Joan Stack, air personality, WBUX(AM) Doylestown, Pa., appointed director of public relations, responsible for station advertising and promotion.

Thomas Wood, program director-announcer, WITY(AM) Danville, Ill., joins WKXW(FM) Peoria, Ill., as public relations director-announcer.

Betty M. Robertson, controller, Cosmos Broadcasting Corp., Columbia, S.C., appointed director of administration.

David L. Dial, manager, noncommercial WSSI(FM) Rochester, N.Y., named manager of co-owned noncommercial WXXI(TV) there.

Richard Wright of WTAG(AM) Worcester, Mass., appointed executive director, Massachusetts Broadcasters Association, succeeding **Douglas Rowe** of WSRO(AM) Marlboro, who



All in the family. John R. Gambling (l) got a few words of advice from his father, John A. Gambling, morning program host on WOR(AM) New York, upon joining the same station as a staff announcer last week. John A. has been with WOR since 1953 and his father, John B. Gambling, was a popular personality on the station from 1924 until 1959. John R. has worked for four years at radio stations in Boston, Fort Lauderdale, Fla., and Poughkeepsie, N.Y.

remains as MBA's legislative counsel.

Newly elected officers, Connecticut Broadcasters Association: **Peter K. Orne**, WTNH-TV New Haven, president; **Albert B. Pellegrino**, WPOP(AM) Hartford and WIOF(FM) Waterbury, VP; **Georgia Van Beuren**, WDJZ(AM) Bridgeport, secretary-treasurer, and **Chris Caggiano**, WINE(AM)-WRKI(FM) Brookfield, assistant secretary-treasurer.

Broadcast Advertising

O. Milton Gossett, president-chief executive officer, Compton Advertising, New York, elected chairman. **Arthur V. Mountray**, executive VP, named vice chairman, and **C. Stuart Mitchell**, former board chairman, becomes chairman of financial committee.

Gordon Link, Eastern sales manager of ABC-TV, New York, named VP.

Marshall Karp and **Andre Langer**, co-creative directors, Marschalk Co., New York, elected executive VP's.

Bob Greenberg, former agency copywriter-producer and editor of *Client/Media News*, named director of communications, Television Bureau of Advertising, New York. He succeeds **Murray Gross**, who retired as VP, communications, last Nov. 1 for health reasons, though some of Mr. Gross's responsibilities will continue to be handled by **Barbara Zeiger**, communications manager (BROADCASTING, Oct. 17, 1977).

Thomas M. Comerford, director of sales, and **Sheryl Gold**, director of advertising and public relations for television stations division of Corinthian Broadcasting Corp., New York, elected VP's.

William D. Wilson, account manager, Ted Bates, joins Needham, Harper & Steers, New York, as managing director of NH&S International. **Bob Cox**, from Carl Ally, New York, joins NH&S, Los Angeles, as VP-creative direc-

tor. **Thomas D. Hartje**, account executive, NH&S Chicago office, appointed account supervisor. **J. Patrick Harrington**, account executive, Cramer-Krasselt, Milwaukee, joins NH&S, Chicago, in same post.

Clifton G. Hahne, Dallas sales manager, Katz Television Continental, appointed VP-administrative head of that office, replacing **J. David Rutledge**, retired.

Carol Brown and **Kyle Craig**, account supervisors, and **Ralph McGill**, copywriter, McDonald & Little, Atlanta, named VP's.

Rebecca Buchanan, assistant director, American Advertising Federation, San Francisco, named acting director, Western region services.

Garth Hintz, media consultant, Pasadena, Calif., joins BBDO, Detroit, as supervisor on Chrysler Corp. corporate broadcast account.

Gerald Martin, VP-management supervisor, Benton & Bowles, New York, elected senior VP.

Kenneth J. Domanski, director of broadcast administration, Campbell-Ewald, Detroit, appointed VP.

Duke Miller, account supervisor, Louis Benito Advertising, Tampa, Fla., elected VP.

Jim Manning, vice chairman, McCaffrey & McCall, New York, retires after 30 years with agency. His financial responsibilities will be assumed by **Richard Passanant**, senior VP.

Nancy Alloggiamento, director of account services, Waterman, Getz, Niedelman Advertising, New York, joins DKG Advertising there as VP-account supervisor.

Al Shields, associate product manager, General Foods, White Plains, N.Y., joins Luckie & Forney advertising, Birmingham, Ala., as account supervisor. **Stan Challiss**, copy chief from Ward Arch & Associates, Memphis, and **Richard Williams**, from BBDO, Atlanta, join Luckie & Forney as senior copy writer and art director, respectively.

Sanford A. Bredine, VP-director of marketing services, Marsteller, Chicago, joins Tatham-Laird & Kudner there as account supervisor.

Howdy Bell, sports director, WHMB-TV Indianapolis, named to additional post as general sales manager.

Weldon J. Crella, from KKYX(AM) San Antonio, Tex., joins KLBJ-AM-FM Austin, Tex., as general sales manager.

Tommy Vasocu, local sales manager, KDKB-AM-FM Mesa, Ariz., promoted to general sales manager.

Robert L. Sill, general sales manager, WPEZ-FM Pittsburgh, assumes additional duties as general sales manager of co-owned WWSW(AM) there.

John Kennedy, account executive, WKLO(AM) Louisville, Ky., appointed sales manager.

Jerry Russell, assistant sales manager, WDAK(AM) Columbus, Ga., named general sales manager.

Kim Pyle, consumer analyst, WGLD-FM High Point, N.C., named sales manager, co-owned WOKX(AM) there.

John P. Ward, salesman, WERC(AM) Birmingham, Ala., named sales manager, WCRT(AM)-WQEZ(FM) there.

Patty Parker, account executive, KXAS-TV Fort Worth, named local sales manager.

Rick Cavagnaro, with WPNW-AM-FM Eugene, Ore., named local sales manager.

Carol Ann Miller, with WLYV(AM) Fort Wayne, Ind., appointed assistant sales manager.

Gil Bahr, from KUMU(AM) Honolulu, joins KGMB(AM) there as marketing director.

Robert W. Davis, account executive, Simpson/Reilly & Associates, Seattle, named to same post, KOMO-TV there.

Jim Birschback, account executive, KWGN-TV Denver, joins WTCN-TV Minneapolis-St. Paul, in same capacity.

Dan Walker, regional marketing manager, CBS Records, Los Angeles, joins KJR(AM) Seattle as account executive.

Programming



Devillier

Ron J. Devillier, director of program acquisitions, Public Broadcasting Service, Washington, named director of program administration.

Lee S. Eden, director of programming, Corinthian Broadcasting Corp.'s television stations division, elected VP-programing.

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I. Robert Twersky, senior VP, William B. Tanner Co., Memphis, promoted to corporate consultant, involved in long-range planning. **Frank J. Sims**, manager of Tanner Radio Network, promoted to assistant national sales manager, media division.

Ed Levine, director of technical operations, Unitel Production Services, New York, named VP.

Bob Ardrey, FM group VP, Merv Griffin Radio, and **Allen Collier**, regional manager from TM Programming, Dallas, appointed regional managers, Drake-Chenault radio syndication company, Canoga Park, Calif.

Roger C. Harvey, radio-TV VP, Warwick & Legler, New York, joins Video City, production company, Miami, as marketing director.

Martha Sims, assistant program director, WJIV(TV) Elkhart, Ind., promoted to program director. **Pam Lamb**, member of public affairs staff, named community affairs director.

John Sebastian, program director, KDWB-AM-FM Minneapolis, joins KHJ(AM) Hollywood as program director.

Gary Major, assistant program director, WKLO(AM) Louisville, Ky., named program director.

Pamela J. Griner, programing secretary, WFLA-TV Tampa, Fla., joins WLCY-TV Largo, Fla., as assistant program director.

Todd Scott, music director and air personality, WJZQ(FM) Kenosha, Wis., named program director, succeeding **Scott Henderson**, who joins radio consulting firm of Frank N. Magid Associates, Marion, Iowa.

Walt Shaw, program director, KRAK(AM) Sacramento, Calif., assumes new managerial duties as director of programing.

Chris Baewerle, production coordinator, WMAR-TV Baltimore, named associate producer.

Francine Achbar, executive news producer, WBZ-TV Boston, named public affairs program producer.

Tom Daren, air personality, WDAE(AM) Tampa, Fla., appointed music director.

Phil Goodwin, air personality, WJMA-AM-FM Orange, Va., assumes additional duties as music director.

Robb Thomas, salesman, WJAG(AM) Norfolk, Neb., assumes additional duties as public affairs director. **Craig Deitloff** and **J. Alan Johnson**, air personalities, named farm director and music director, respectively.

Russ Ford, news director, WBT-AM-FM Charlotte, N.C., named public affairs editor.

Chuck Lillgren, associate farm service director, WCCO-AM-FM Minneapolis-St. Paul, appointed farm service director, succeeding **Maynard Speece**, who is retiring.

Broadcast Journalism

Dave Marash, co-anchor, WCBS-TV New York, joins ABC News as correspondent there.

Dick Graf, news director at WNAC-TV Boston, joins WBBM-TV Chicago in same post.

Paul Byers, deputy foreign editor, CBS News, named senior deputy foreign editor, succeeded by **Scotti Williston**, assistant foreign editor.

William Ketter, vice president, broadcast services for UPI, resigns, effective Jan. 30, to become general executive-editor of Quincy, Mass., *Patriot-Ledger*. He joined UPI in 1962, was named to present post in February 1976.

Kenneth Smith, UPI promotion manager, retires after 44 years with UPI and International News Service, which UPI acquired in 1958. **Debbie Nolan**, assistant to general manager UPI, assumes additional duties as promotion manager. **Jack K. Graeme**, regional executive for Oklahoma and northern Arkansas, UPI, Oklahoma City, named to same post for Minnesota, Wisconsin and North Dakota, Minneapolis. He succeeds **Ray Doherty**, who becomes manager of UPI's bureau operations in Milwaukee. **Gene C. Blackledge**, UPI reporter, replaces Mr. Graeme in Oklahoma City.

Louis F. Prato, news manager, WMAQ(AM)-WKXQ(FM) Chicago, joins WDTN(TV) Dayton, Ohio, as news director.

Rod Challenger, anchorman, producer, news writer, WTVT(TV) Tampa, Fla., joins WLCY(TV) Largo, Fla., as news director.

Lee Watson, sports director, WFTV(TV) Orlando, Fla., promoted to assistant news director-assignment editor, succeeded by **Mike James**, weekend sportscaster from WKYC-TV Cleveland.

Jerry White, newscaster, WBT-AM-FM Charlotte, N.C., named news director.

Ginny Kosola, acting news director, WBUX(AM) Doylestown, Pa., named news director.

Larry Dean, news editor, WJAG(AM) Norfolk, Neb., promoted to news director, succeeded by **Mark Smith**, air personality.

Larry J. Blickhan, salesman, KQCA(FM) Canton, Mo., named news director.

Suzanne Geha, anchor, WOTV(TV) Grand Rapids, Mich., joins WXYZ-TV Detroit as reporter.

Marjorie Feldberg, production assistant, non-commercial WHA-TV Madison, Wis., and **Bridget Brennan**, graduate of University of Wisconsin-Madison, join WEAU-TV Eau Claire, Wis., as reporters-photographers.

Nancy Ann Nichols, graduate of Boston College and former intern at WPRI-TV Providence, R.I., named WPRI-TV sports anchor.

Cable

Ronald W. Polomsky, citizen band product manager, Motorola automotive division, joins Jerrold Electronics, Hatboro, Pa., as CATV sales and marketing VP. **John P. Forde**, manager of MSO (multiple system operator) sales for Jerrold CATV division, named Southern regional sales manager.

Gail Sermersholm, director of marketing, Telesis Corp., Evansville, Ind.-based multiple cable system operator, joins Home Box Office, New York, as regional manager.

Brian W. Quirk, manager of customer service, Continental Cablevision of Miami Valley (Ohio) South Suburbs system, named systems manager, Dayton (Ohio) North system.

Sandra J. Anderson, Colorado attorney, joins Cablecom General, Denver, as secretary-general counsel.

Bill Moon, news director of UA-Columbia Cablevision's local origination channel 3, Oakland, N.J., promoted to director of studio operations.

Equipment & Engineering

David Hultsman, director of engineering, Mooney Broadcasting Corp., Knoxville, Tenn., joins Collins Radio, Dallas, as Southeastern sales manager.

James P. Elgas, production and inventory control manager, Victor Comptometer Corp., Chicago, joins Oak Industries, Crystal Lake, Ill., as director, materials management, switch division. **Richard E. Kolarik**, Northeastern sales representative, appointed regional sales manager in new Richardson, Tex., sales office. He is assisted by **Tom Fendrick**, from Oak's Midwest sales office, and **Dan Olson**, from McKinney Sales, Dallas.

John J. Wooldridge, product line manager, commercial space and communications division, Hughes Aircraft Corp., joins satellite communications products division of California Microwave Inc., Sunnyvale, Calif., as senior director of engineering. **H. Edward Shulman**, technical director at Warner Cable, named director of programs and systems for CM's satellite communications product division.

Donald Scholefield, operations supervisor, noncommercial KVIE(TV) Sacramento, Calif., appointed assistant chief engineer, succeeded by **Karl Renwanz**, operating and maintenance technician. **Marla Nunes**, technical director, Television Education Inc., San Francisco, joins KVIE as operating technician.

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Allied Fields

Daniel J. Harrold, with Common Carrier Bureau, FCC, appointed chief of bureau's tariff proceedings branch.

Andrea J. Cetera, account executive, WPLG(TV) Miami, joins Arbitron Eastern Television Stations Sales, New York, in same capacity.

Thomas L. Root, graduate, Ohio State University law school, joins Washington law firm of Marmet Professional Corp. as associate.

Deaths

Cyril M. Braum, 70, former chief of television broadcast division, FCC, died of leukemia Dec. 21 at his home in Silver Spring, Md., near Washington. He joined FCC in Chicago in 1937 as field engineer, moved to Washington in 1940 and became chief of FM broadcast division in 1946 before being named chief of TV division in 1950. Three years later he became engineer-

ing consultant for Joint Council on Educational Television, then for National Educational Television and Radio Center. In 1964 he became independent consulting engineer. He is survived by his wife, Helen.

Walter Klernan, 75, commentator for WOR(AM) New York until his retirement in 1969, died of cancer in Ormond Beach, Fla., Jan. 8. Before he joined WOR he had been commentator for NBC and ABC and correspondent for Associated Press and International News Service. He is survived by his wife, Helen, and three sons.

Dorothy M. Lewis, 81, executive with National Association of Broadcasters in 1940's and later liaison between NAB and women's groups, died in Montpelier, Vt., Jan. 1 after short illness. In late 1940's she served as U.S. station relations coordinator for United Nations radio service: After that she headed radio and television committee of National Council of Women of the United States. She is survived by one daughter.

Pat Lee, 51, VP of creative services, WBTV(TV) Charlotte, N.C., died of cancer Dec. 31 at Memorial hospital there. He joined co-owned WBT(AM) in 1946. Survivors include his daughter, Bonnie.

Chauncey M. Morley, 82, retired VP and director of Ketchum, MacLeod & Grove, Pittsburgh, died at Montefiore hospital there Dec. 31 of complications following surgery. He retired from agency in 1960. Survivors include his daughter, Allison.

Douglas J.G. Johnson, 56, marketing VP, Western Tele-Communications, Denver, died after heart attack there Dec. 29. He joined Western in 1969 after 13 years with Collins Radio. He is survived by his wife, Grace, and two sons.

John R. Yack, 30, sales administrator, C-Cor Electronics, State College, Pa., was fatally shot in hunting accident near Phillipsburg, Pa., Dec. 31. He is survived by his wife, Diane.

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Dec. 30 through Jan. 5.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—non-commercial.

New stations

Action

■ Wray, Colo.—Broadcast Bureau granted KRDC Broadcasters 1470 khz, 1 kw-D. P.O. address: Box 65, Show Low, Ariz. 85901. Estimated construction cost \$86,337; first-year operating cost \$49,400; revenue \$51,500. Format: C&W, MOR. Principals: Robert D. and Marjorie M. Zellmer (husband and wife) own equally. Zellmers own ranch. Mr. Zellmer owned KVSL(AM) Show Low, Ariz. until 1974. Action Nov. 23.

Ownership changes

Applications

■ KSGR(AM)-KDOT-FM Scottsdale, Ariz. (AM: 1440 khz, 5 kw-D; FM: 100.7 mhz, 50 kw)—Seeks assignment of license from Sun World Corp. to First Media Corp. for \$750,000. Seller is Arizona corporation principally owned by Fred Hervey and Sam Hawkes, which owns KPAR-AM-FM Albuquerque, N.M. and KSET-AM-FM El Paso, although these have

been sold and application will be made shortly to commission for transfer of licenses. Buyer is Delaware corporation principally owned by Richard E. (49.92%) and J. W. Marriott Jr. (30.78%) (brothers) also licensee of WPGC-AM-FM Morningside, Md.; KAYK-AM-FM Provo, Utah, and WZGC(FM) Atlanta. Ann. Dec. 30. Dec. 30.

■ KOWL(AM) South Lake Tahoe, Calif. (1490 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of KOWL Inc. from C. Kenneth Hildbrant, Virginia H. Stalder, et al. (100% before; none after) to John B. and Kathleen S. Parker and Jeanette Louise Merrill (none before; 100% after). Consideration: \$55,000. Principals: Mr. Hildbrant owns 41%, Ms. Stalder 41% of stock to be sold and neither has other broadcast interests. Mr. and Mrs. Parker will each own 40% and Ms. Merrill 20%. Mr. Parker was announcer/disc jockey, is now investment advisor, Mrs. Parker was co-anchor reporter KFMB-TV San Diego, Ms. Merrill was real estate salesperson.

■ WIIN(AM) Atlanta (970 khz, 5 kw-D)—Seeks assignment of license from Sudbrink Broadcasting Inc. to Clinton County Radio Inc. for \$750,000. Seller: Sudbrink Broadcasting Inc. is principally owned by Robert W. and Margareta S. Sudbrink (married) also principal owners of WLYF(FM) Miami, WFUN(AM) South Miami; WEZW(FM) Wauwatosa, Wis.; WLAK(FM) Chicago, and WPCH(FM)-WIIN(AM) Atlanta. Buyer, SJR Communications Inc., is wholly-owned subsidiary of San Juan Racing Asso. and licensee of WUST(AM) Washington; WJMD(FM) Bethesda Md.; WYSP(FM) Philadelphia; WKLS(FM) Atlanta; WQAL(FM) Cleveland; WTMI(FM) Miami, and KRLY(FM) Houston. SJR Communications New York Inc., also wholly-owned subsidiary of San Juan Racing is licensee of WJIT(AM) New York and WKTU(FM) New York. SJR is principally owned by H.N. Glickstein, New York lawyer and investor, and Bernard S. Needle, New York investor. Ann. Dec. 30.

■ WLBO(AM) Morgantown, Ky. (1570 khz, 250w-D, 100w-N)—Seeks assignment of license from Lincoln Broadcasting Co. to Butler County Broadcasting Co. for \$20,000. Seller: is 100% owned by Joseph W. Myers, 33 1/3% owner of WLCB(AM) Hodgenville and WLCB-FM Buffalo and general manager of WLBO(AM) Morgantown, all Kentucky. James and Joseph Hones, brothers, own IGA Foodliner Inc., sole shareholder of buyer, with interests in WLCB-FM and WMMG(FM) Brandenburg, Ky.

■ WGAL-TV Lancaster, Pa. (ch. 8) and WTEV(TV) New Bedford, Mass.—Providence, R.I. (ch. 6)—Seeks assignment of license from wholly-owned subsidiary of Pulitzer Publishing Co., publisher and 100% owner of *St. Louis Post Dispatch* daily and Sunday newspaper; 100% owner of Starr Publishing Co. which publishes daily and Sunday newspapers in Tucson; 100% owner KSD(AM)-TV St. Louis, and KETV(TV) Omaha, Neb. Pulitzer Publishing is principally owned by Joseph Pulitzer Jr., his brother Michael E., David E. Moore, Kenward G. Elmstie, and Adrian P. Moore, all in voting trust agreement. Applicant is new corp. formed to acquire licenses, principally owned by John F. Steinman, Louise von Hess (widow of J. Hale Steinman) and Shirley W. Steinman (Mrs. John F.), also principal owners of WDEL(AM)-WSTV(FM) Wilmington, Del. Ann. Dec. 29.

■ KNRO-FM Conroe, Tex. (106.9 mhz, 100 kw)—Seeks assignment of license from Family Group Enterprises to Jimmy Swaggart Evangelistic Asso. for \$802,750. Seller: is principally owned by Rigby Owen Sr., also owns KIKR-AM Conroe. Buyer also own WLUX(AM) Baton Rouge; KJIL(FM) Bethany, Okla.; WHYM Pensacola, Fla.; KWJS Arlington, Tex.; WJYM Bowling Green, Ohio, and is permitted in of KZIP(FM) Amarillo, Tex. Buyer is non-stock corporation owned by Jimmy and Donnie Swaggart (son) William D. Treeby, J.E. Allen, F.C. Chamberlain, Ronald A. Goux and Frances Swaggart (Mrs. Jimmy).

Actions

■ WRCK-FM Sheffield, Ala. (106.3 mhz, 3 kw)—Broadcast Bureau granted assignment of license from Wein Broadcasting Corp. to Slattton & Associates for \$10,000 cash, plus assignment of \$126,000 note and \$12,000 covenant not to compete. Seller is principally owned by family of Edward and Margaret Wein (50%), who also own WDIG(AM) Dothan, Ala., and WZZA(AM) Tusculumbia, Ala. Buyer is owned by Paul S. Slattton (70%) and four others (none with more than 10%). Mr. Slattton is general manager of stations. Robert W. Kicker, 10% owner of buyer, owns Tusculumbia construction firms and is former owner of stations. Action Dec. 21.

■ WVNS(FM) Tuskegee, Ala. (95.9 mhz, 2.45 kw)—Broadcast Bureau granted assignment of license from New South Broadcasting Corp. to New World Communications Inc. for \$100,000. Station has been off air since March, and sellers are requesting waiver of

Summary of broadcasting

FCC tabulations as of Dec. 31, 1977

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,487	6	20	4,513	48	4,569
Commercial FM	2,927	1	73	3,001	123	3,124
Educational FM	895	0	31	926	80	1,006
Total Radio	8,309	7	124	8,441	251	8,699
Commercial TV	723	1	3	727	53	780
VHF	513	1	2	516	6	522
UHF	210	0	1	211	47	258
Educational TV	242	3	14	259	6	265
VHF	93	1	7	101	3	104
UHF	149	2	7	158	3	161
Total TV	965	0	0	966	59	884
FM Translators	199	0	0	199	85	284
TV Translators	3,462	0	0	3,462	454	3,916
UHF	1,082	0	0	1,082	249	1,331
VHF	2,380	0	0	2,380	205	2,585

*Special temporary authorization

**Includes off-air licenses

"three-year rule." Principal owner is William A. Gordon Jr. Neither he nor any other stockholder has other broadcast interests. Buyers are George H. Clay (55%), Cornelius L. Hopper and Ellis Hall (22.5% each). They also own WBIL (AM) Tuskegee. Action Dec. 27.

■ WMMW (AM) Meriden, Conn. (1470 khz, 1 kw-D) — Broadcast Bureau granted assignment of license from WMMW Inc. to Sound Media Inc. for \$350,000. Seller is principally owned by New York attorney, Edward J. Brady, who has no other broadcast interests. Buyer is owned equally by George C. Clark and Richard Myers, who recently sold, subject to FCC approval WKIK (AM) Leonardtown, Md., for \$340,000 (BROADCASTING, May 30). They have no other broadcast interests. Action Nov. 25.

■ WSGC (AM)-WWRK (FM) Elberton, Ga. (AM: 1400 khz, 1 kw-D, 250 w-N; FM: 92.1 mhz, 3 kw) — Broadcast Bureau granted transfer of control of Elberton Broadcasting Co. from G. T. Christian (80% before; none after) to C. Lewis Shurbutt (20% before; 100% after). Consideration: none. Principals: Mr. Christian is ill and is transferring control of stations to his son-in-law, Mr. Shurbutt. They have no other broadcast interests. Action Nov. 29.

■ KILJ (FM) Mount Pleasant, Iowa (105.5 mhz, 3 kw) — Broadcast Bureau granted assignment of license from Pleasant Broadcasting Co. to KILJ Inc. for 400,000 plus \$148,000 covenant not to compete. Seller is principally owned by Forrest J. Mitchell, who also owns 55.2% of KGRN (AM) Grinnell, Iowa. Buyer is owned by Paul L. Dennison, general manager of station. He has no other broadcast interests. Action Dec. 27.

■ WACE (AM) Chicopee, Mass. (730 khz, 5 kw-D) — Broadcast Bureau granted assignment of license from Tele-Measurements Inc. to Ace Broadcasting Co. for \$600,000. Seller is owned by Jack R. Poppele, long-time broadcaster and former head of Voice of America, who has no other broadcast interests. Buyer is principally owned by Kenneth R. Carberry (professional name: Ken Carter) (50%), Grant M. Wilson (45%) and Wilfred E. Gardner (5%). They bought WRYT (AM) Boston for \$1.2 million earlier this year (BROADCASTING, Jan. 10). Action Nov. 25.

■ KAND (AM)-KTWN (FM) Anoka, Minn. (AM: 1470 khz, 1 kw-D; FM: 107.9 mhz, 57 kw) — Broadcast Bureau granted assignment of license from Community Service Radio Inc. to North Suburban Radio Co. for \$550,000 plus \$75,000 covenant not to compete. Seller is principally owned by Thomas R. Holter, owner of WIBU (AM) Poynette and WLVE (FM) Baraboo, both Wisconsin. Buyer is owned equally by Jack I. Moore, Allison R. Mercer and Bruce B. James. Mr. Moore is owner of applicant for new AM at Cambridge, Minn., and formerly owned KABG (FM) there and WAYL (FM) Minneapolis. Miss Mercer owns Minneapolis financial services firm. Mr. James is Minneapolis attorney. Action Nov. 29.

■ WKLK-AM-FM Cloquet, Minn. (AM: 1230 khz, 1kw-D; FM: 100.9 mhz, 3kw) — Broadcast Bureau granted assignment of license from Empire Broadcasting Stations Inc. to Otto A. Korp, trustee in liquidation. Otto A. Korp is being made trustee in liquidation for Empire Broadcasting empowered to sell all corporate assets, pay all creditors and wind up affairs of corporation. Action Nov. 30.

■ KBRF-AM-FM Fergus Falls, Minn. (AM: 1250 khz, 1kw-U; FM: 103.3 mhz, 28.5 kw) — Broadcast

Bureau granted assignment of license from Empire Broadcasting Stations Inc. to Otto A. Korp. See above. Action Nov. 30.

■ KOOO-AM-FM Omaha (AM: 1420 khz, 1 kw-D; 104.5 mhz, 31 kw) — Broadcast Bureau granted assignment of license from Pier San of Nebraska Inc. to Centennial Communications Inc. for \$1.2 million. Seller is owned by Mack Sanders also owner of KFRM (AM) Salina and KICT (FM) Wichita, both Kansas; KBIL-AM-FM Liberty, Mo.; KECK (AM)-KHAT (FM) Lincoln, Neb., and KTOW (AM)-KGOW (FM) Tulsa, Okla., and bought WENO (AM) Madison, Tenn., (see below). Buyer is owned by Bruce Mayer and Marshall Hambric, both of Denver. Mr. Mayer is broadcast management and marketing consultant. Mr. Hambric is accountant. Ann. Sept. 28.

■ WOXR (FM) Oxford, Ohio (97.7 mhz, 3 kw) — Broadcast Bureau granted assignment of license from BGS Broadcasting Inc. to Stone Broadcasting Co. for \$119,000. Seller is owned by James L. Gregg, who also owns WWKI (FM) Kokomo, Ind. Buyer is owned by Richard D. Stone, radio equipment salesman in Chicago who has no other broadcast interests. Action Nov. 23.

■ KZIP-AM-FM Amarillo, Tex (AM: 1310 khz, FM: 98.7 mhz, 100 kw) — Broadcast Bureau granted assignment of license from Panhandle Broadcasting Co. to Denning Broadcasting Group for \$275,000. Seller is David P. Pinkston, 50% owner of applicant for new FM at Lubbock, Tex., and of KDAV (AM) there. He also owns KPIK-AM-FM Colorado Springs. Buyer is principally owned by Danna Lou Denning (70%) and her three children (10%). Ms. Denning has various real estate investments in Kansas. Action Nov. 23.

■ KOLJ (AM) Quanah, Tex. (1150 khz, 500 w-D); — Broadcast Bureau granted assignment of license from Fay Neal Eggleston to Joy Radio Broadcasting Inc. for \$110,000. Seller has no other broadcast interests. Buyer is owned by Charles E. Maddux, E. F. Abercrombie Jr., Joe E. Willis, Robert Raching and Marlin Maddoux, all of Texas (20% each). Mr. Maddoux is auto dealer. Mr. Abercrombie owns Houston construction firm. Mr. Willis is employe of KEFC (AM) Waco (which was formerly owned by Mr. Maddux). Mr. Raching owns grocery store, and Mr. Maddoux is minister. Action Nov. 25.

Facilities changes

AM action

■ KUXL Golden Valley, Minn. — Broadcast Bureau granted CP to change TL, type trans., and make changes in ant. system, condition (BP-20,923). Action Dec. 20.

FM applications

■ KAKI Benton, Ark. — Seeks mod. of CP to change TL, install new trans., new ant. and make changes in ant. system. Ann. Jan. 4.

■ *WNIU-FM DeKalb, Ill. — Seeks CP to change TL and SL. HAAT: 500 ft. and make changes in ant. system. Ann. Jan. 4.

FM actions

■ WMYS New Bedford, Mass. — Broadcast Bureau

granted mod. of CP to change trans. and ant. (BMPH-15,324). Action Dec. 20.

■ *WTBR-FM Pittsfield, Mass. — Broadcast Bureau granted mod. of CP to change trans., make changes in ant. system and transmission line (BMPED-1540). Action Dec. 20.

■ KSAB Liberty, Mo. — Broadcast Bureau granted mod. of CP to change trans., make changes in ant. system, ERP: 100 kw (h&v) and ant. height: 830 ft. (h&v) (BMPH-15,303). Action Dec. 21.

■ WPAT-FM Patterson, N.J. — Broadcast Bureau granted CP to change TL, install new trans., ant., make changes in ant. system, change TPO, ERP: 4 kw (h&v) and ant. height: 1,370 ft. (h&v) (BPH-10,802). Action Dec. 20.

■ KFMN Abilene, Tex. — Broadcast Bureau granted license covering change in SL, trans. and ant. (BLH-7,534). Action Dec. 21.

In contest

Designated for hearing

■ KRZE (AM)-KRAZ (FM) Farmington, N.M. — Commission has designated for hearing license renewal applications of E. Boyd Whitney for his stations on grounds that information before commission raised serious questions as to his qualifications to remain licensee. Action Dec. 21.

■ KKAT (AM) Roswell, N.M. — Commission has set for hearing applications of Gordon L. Gay, trustee in bankruptcy, for renewal of license and application for assignment of license from Gay to Rosendo Casarez Jr., former principal shareholder and officer of Pecos Valley Entertainment, prior licensee. Action Dec. 21.

Procedural rulings

■ Fort Pierce, Fla., Indian River Television (WTVX-TV), TV proceeding: (Doc. 21496) — ALJ Thomas B. Fitzpatrick rescheduled prehearing conference for Jan. 18 at commission's Washington offices. Action Dec. 23.

■ Athens, Tenn., James C. Slinger and Cumberland Broadcasting Corp., FM proceeding: (Docs 21132-3) — ALJ Walter C. Miller set certain procedural dates and scheduled hearing for March 20. Action Dec. 28.

■ Puyallup, Wash., Kaye Broadcasters (KUPY), renewal proceeding: (Doc. 18929) — ALJ James K. Cullen Jr. scheduled hearing conference for Jan. 10. Action Dec. 30.

Initial decision

■ Orlando, Fla. — ALJ David I. Kraushaar awarded Mid-Florida Television Corp. permit to operate television station on ch. 9 in Orlando and denied competing applications of Central Nine Corp., Florida Heartland Television, Comint Corp. and TV 9 Inc. Action Dec. 30, becomes effective in 50 days barring appeal or review.

Complaints

■ Total of 4,054 broadcasting complaints was received by commission during November, decrease of 3,877 from October. Other comments and inquiries to Broadcast Bureau for November totalled 2,192, increase of 456 over previous month. Commission sent 1,375 letters in response. Ann. Jan. 3.

Fine

■ KAIM-FM Honolulu — Broadcast Bureau notified licensee of apparent liability for \$1,000 for operating off frequency on Feb. 4 and July 16, 1977. Action Dec. 14.

Other action

■ Effective Jan. 3, commission instituted new system for assigning docket numbers. New docket designation



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Allocations

Petitions

- Des Moines, Iowa—State Educational Radio and Television Facility Board requested amendment of TV table of assignment to assign education ch. 31 to Centerville, ch. 14 to High Point, ch. 41 to Lansing, ch. 25 to Mount Ayr and ch. 38 to Spirit Lake, all Iowa, and substitute commercial ch. 38 with ch. 32 at St. James, Minn. Ann. Jan. 3.
- Oklahoma City—Oklahoma Educational Television Authority requests amendment of TV table of assignments to assign TV ch. 9 to Guyton, Okla., and reserve it for noncommercial use. Ann. Jan. 3.

Actions

- Marion, Ala.—Broadcast Bureau has assigned ch. 280A as community's first FM. Action resulted from proposal by Jimmie F. Mizell and Samuel M. Shiller. Action Dec. 23, becomes effective Feb. 27.
- Harrison, Ark.—Broadcast Bureau proposed assigning ch. 242A as community's second FM. Action resulted from proposal by Charles E. Bowman and Don B. Loveland. Comments due Feb. 24, replies March 16. Action Dec. 23.
- Jensen Beach, Fla.—ALJ Thomas B. Fitzpatrick granted application of HLG Inc. for new FM on ch. 296 at Jensen Beach. Action Dec. 30, becomes effective in 50 days barring appeal or review.
- Baxter Springs, Kan.—Broadcast Bureau proposed assigning ch. 296A as community's first FM. Action resulted from petition by Jack R. Maxton. Comments due Feb. 24, replies March 16. Action Dec. 23.
- Mayfield, Ky., and Blytheville, Ark.—Broadcast Bureau proposed assigning ch. 240 to Mayfield as com-

Call letters

Applications

Call	Sought by
	New TV's
WFLV-TV	Cardina Christian Communications, Raleigh, N.C.
WPTY-TV	Delta Television, Memphis
	New AM
WYZD	Dobson Broadcasting, Dobson, N.C.
	New FM's
KDIG	San Bernardino Broadcasting, Lake Arrowhead, Calif.
KBLF-FM	Concerned Communications, Red Bluff, Calif.
*KMSC	Morningside College, Sioux City, Iowa
WNKR	Norkey Enterprises, Falmouth, Ky.
KAAN	Jerrell A. Shepherd, Bethany, Mo.
KENM-FM	Portales Broadcasting, Portales, N.M.
	Existing AM's
WHTL	WLRC Whitehall, Mich.
WJJK	WBIZ Eau Claire, Wis.
	Existing FM's
KLIT	KKAR Pomona, Calif.
WTRW	WLRO Whitehall, Mich.
WZYZ	WXKY Fairmont, N.C.
*WVPR	WVPA-FM Windsor, Vt.
WBIZ	WBIZ-FM Eau Claire, Wis.
	Grants
	Assigned to
	New TV's
WTKK	National Capital Christian Broadcasting, Manassas, Va.
WLRE	TV 26 Inc., Green Bay, Wis.
	New AM
KLTC	Rough Rider Broadcasting, Dickinson, N.C.
	New FM's
WKEA	Tri-County Broadcasting, Eupora, Miss.
KRIX	El Rio Broadcasting, Brownsville, Tex.
KDEY	Darrell E. Yates, Lufkin, Tex.
	Existing AM's
WWKR	WNIC Dearborn, Mich.
WYIG	WWUN Jackson, Miss.
WXGR	WPUP Bay St. Louis, Miss.
WBCS	WRIT Milwaukee
	Existing FM's
KCSJ-FM	KDJO Pueblo, Colo.
WLWV	WQMA Tallahassee, Fla.
WNWN	WANG Coldwater, Mich.
WNIC	WNIC-FM Dearborn, Mich.
KMUZ	KVLG-FM La Grange, Tex.
WLPX	WISN-FM Milwaukee

munity's second FM. Proposal resulted from petition by Purchase Sound, licensee of WYMC(AM) Mayfield, which also requested that ch. 242 be substituted for ch. 241 at Blytheville, Ark., now occupied by KHSL(FM). Comments due Feb. 21, replies March 10. Action Dec. 19.

■ Clarksdale and Greenville, both Mississippi—Broadcast Bureau substituted noncommercial TV ch. 21 for noncommercial TV ch. 22 in Clarksdale and ch. 44 for ch. 21 at Greenville. Action resulted from petition by Big River Broadcasting. Action Dec. 28, becomes effective Feb. 15.

■ Sikestown, Mo.—Broadcast Bureau assigned UHF TV ch. 45 to Sikestown as community's first TV. Assignment was proposed in rulemaking notice adopted Sept. 22, 1977, in response to request by Delta Projects Inc. Action Dec. 28, becomes effective Feb. 13.

■ Remsen, N.Y.—Broadcast Bureau proposed assigning ch. 228A as community's first FM. Assignment was requested by Renman Broadcasting, licensee of WADR(AM) Remsen. Comments are due Feb. 27, replies March 20. Action Dec. 28.

■ Elizabeth City, N.C.—Broadcast Bureau assigned ch. 244A as community's second FM. Action resulted from proposal by Campbell Broadcasting, licensee of WGAI(AM) Elizabeth City. Action Dec. 23, becomes effective Feb. 27.

■ Medford and Grants Pass, Ore.—Broadcast Bureau

has reserved VHF TV ch. 8 at Medford for noncommercial use and reassigned noncommercial ch. 18 from Medford to Grants Pass. Action resulted from petition by Southern Oregon Education Co., licensee of noncommercial KSYS(TV) Medford and counter proposal by Oregon State Board of Higher Education. Action Dec. 28, becomes effective Feb. 15.

■ Freeport, Tex.—Broadcast Bureau proposed assigning ch. 273 as community's first FM. Action was requested by Weymar Inc. Comments due Feb. 17, replies March 20. Action Dec. 28.

■ Galveston, Tex.—Broadcast Bureau substituted UHF TV ch. 48 for ch. 47 in Galveston. Action resulted from petition by Old Time Religion Hour. Action Dec. 28, becomes effective Feb. 15.

Rulemaking

Actions

■ Chief, Broadcast Bureau, on request of Association of Maximum Service Telecasters and Mohawk-Hudson Council on Educational Television, extended to March 6 date for filing in matter of amendment of TV table of assignments to add new VHF stations in top-100 markets and to ensure that new stations maximized diversity of ownership, control and programing (Doc. 20-418). Action Dec. 28.

■ Chief, Broadcast Bureau, at request of National Association of Broadcasters, extended to March 24 and April 21 dates for filing comments and replies, respectively, in matter of petition for rulemaking to amend FCC form 395 and instructions (Doc. 21,474). Action Dec. 27.

■ Chief, Broadcast Bureau, on request of Bonneville Broadcast Consultants, extended to Dec. 28 and Jan. 30 dates for filing comments and replies, respectively, in matter of FM quadrasonic broadcasting (Doc. 21-310). Action Dec. 22.

Cable

Certification actions

■ CATV Bureau granted following operators of cable systems certificates of compliance for interim authorization on Dec. 13:

- Telecable associates, for Breaux Bridge, La. (CAC-07860); Vidi-Com of Saugerties, for Waterloo, N.Y. (CAC-07954); Kirchner TV, for Meyersdale, Pa. (CAC-08150); Nationwide Cablevision, for Anacortes, Wash. (CAC-08892); Teleprompter of Florida, for St. Cloud, Fla. (CAC-09175); Columbia Cablevision, for Nutley, N.J. (CAC-09219); Beckley Telecable, for Beckley, W. Va. (CAC-09327-9); Sammons Communications, for Alpha, Lopatcong, Pohatcong, Phillipsburg and Stuartsville, all New Jersey (CAC-09343-7); Televents Inc., for Orinda, Pacheco and Vinehill, all California (CAC-09389-91); Macoupin County Cablevision, for Carlinville, Ill. (CAC-09432); Cass Community Antenna TV, for Pana, Ill. (CAC-09473); Warner Cable for Riverside, Calif., Myrtle Point, Powers, Wemme, all Oregon, Marlin, Orwigsburg, Friedensburg and Schuylkill Haven and Llewellyn, all Pennsylvania (CAC-09474-572); MBS Cable TV, for Paris, Ohio (CAC-09681); Glenwood Cable TV, for Glenwood Springs, Colo. (CAC-09690-3); Cable Communications Systems, for Clinton, Gracefield, Wheaton, and Lake Valley, all Minnesota (CAC-09763-6); King Videocable, for Lake Elsinore, Riverside, both California (CAC-09855-6); Liberty TV Cable, for Angola, Ind. (CAC-09895); Cable Systems, for Bellmawr, Barrington, Runnemed, all New Jersey (CAC-09917-9); Glenville Cablevision, for Glenville, N.Y. (CAC-09979); Video Link, for Nicholson, Pa. (CAC-10029); Tri-River Cable, for Horton, Holton, both Kansas (CAC-10325-41); Selmer Cable, for Adamsville, Tenn. (CAC-10416); Cable Vision Inc., for Mount Pleasant, Mich. (CAC-10494); Selmer, for Selmer, Tenn. (CAC-10497); Satellite Cablevision, for Greenwood, Whiteland, New Whiteland, all Indiana (CAC-10545-7); Cross Country Cable, for Middlesex, Green Brook, South Bound Brook, Warren, Dunellen, Bound Brook, all New Jersey (CAC-10564-9); Continental Cablevision, for Marquette Heights, Morton, both Illinois (CAC-10637, 64); Louisville Cable, for Louisville, Ga. (CAC-11912).

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See last page of Classified Section for rates, closing dates, box numbers and other details.

RADIO

HELP WANTED MANAGEMENT

General Manager wanted with strong track record for top upstate New York fulltime AM. Salary and fringes plus share in profits. Send resume of references, qualifications to Box A-126.

Sales oriented manager for 50 kw FM contemporary in Northeast. Please outline track record and salary requirements in first letter. E.O.E. Reply to Box A-138.

Our Ideal-Candidate will have a minimum of 5 years radio experience. Able to sell, service and expand an excellent list of solid active accounts. Ready to accept and effectively carry out Administrative and Management responsibilities. Community Oriented. Sports Oriented. News Oriented. Able and ready to function in all phases of radio except engineering. We offer a solid-stable-growth oriented, small group located in the Midwest. A really good, sound, career opportunity. Excellent pay package, incentives, and fringes. Send complete information to Box A-149.

Station Manager for Northern Wisconsin AM station in growing recreation area. Station needs strong sales oriented take charge manager. Salary plus percentage of growth and stock option. After 7 pm 312-584-1248.

General Manager wanted for KLRS, Mountain Grove, Missouri, AM and FM stations. Successful radio sales background mandatory. Salary plus growth incentives. Mail resume of qualifications, references and salary requirements to Robert Vinyard, KICK, 610 College St., Springfield, MO 65806. EOE.

General Manager. WEBC—Duluth, Minnesota—Looking for a winner. Position requires substantial individual with strong sales background able to motivate staff into a team effort. Fine opportunity with young group owner for individual ready to work long hours. This is not a desk job. Resumes to Jim Lakoduk, Executive Vice-President, Midwest Radio Company, PO Box 2983, Fargo, ND 58102.

HELP WANTED SALES

North Central Illinois. Great opportunity for salesperson with good ideas. \$15,000-\$18,000 potential first year commission from established list. 30-year old station with solid benefits. Car expense. Incentives. RAB training and more. Resume to Bob Vickrey, WLPO, PO. Box 215, La Salle, IL 61301.

Opportunity Knocks for dynamic "heavy" salesperson. Advancement in 6 to 9 months. Career minded only—No floaters! We reward our people well if they show they've got it. \$17,000 to \$20,000 draw vs. commission scale of 20-25%, start for right person. No limit to earnings you can make with us. Send complete resume Box A-81.

Sales Manager—Need Leadership, ideas, record of high sales. Join young management team. AM-FM Radio company. Grow with us? Joe Warner, WCEC WFMA, Rocky Mount, NC. E.O.E.

Radio Sales in the mountains of Montana's second largest city, Great Falls, Montana. Newest 25,000 watt FM format. Station just purchased. Call Steve Feder 312-751-7141.

Aggressive salesperson for long Island area—AM-FM operations in excellent market, managerial opportunity, WHLI, Box 219, Hempstead, NY 11550. Equal opportunity employer.

Salesperson. Top 10 Market. Proven record. Best opportunity in Radio. Box A-135.

New England Beautiful Music Station seeks bright problem-solving sales people on the way up. Must have ability to sell conceptually as well as with numbers. Proven track record necessary. Equal Opportunity employer. Male/Female. Send Complete resume in care of Box A-148.

Our Ideal-Candidate will have a minimum of 5 years radio experience. Able to sell, service and expand an excellent list of solid active accounts. Ready to accept and effectively carry out Administrative and Management responsibilities. Community Oriented. Sports Oriented. News Oriented. Able and ready to function in all phases of radio except engineering. We offer a solid-stable-growth oriented, small group located in the Midwest. A really good, sound, career opportunity. Excellent pay package, incentives, and fringes. Send complete information to Box-A-149.

Well Rated, High Power FM-AOR in Medium Midwest Market needs 2 AE's. Account lists wide open. Salary during transition. Above average commission rate for above average performance. Established company staffing a newly acquired station. Call Mel Browning before 10 am EST at 812-238-2557 or write WPFR, 629 Cherry Street, Terre Haute, IN 47807. EOE M/F.

Radio Salesperson looking for big future as Sales Manager. Minimum 2 yrs. exp. 5-figure income, produce track record of hard work, results, and able to sell ideas. Future ownership possibilities. Box 14505, Oklahoma City, OK 73114. We can make a lot of money as a team!

Radio Sales in the mountains of Montana's second largest city, Great Falls, Montana. Newest 25,000 watt FM format. Station just purchased. Call Steve Feder 312-751-7141.

Need aggressive, self-starting salesperson with a professional attitude. Should have a successful "track record" before applying. Our station is a well established adult contemporary, automated FM with great potential. Here's an opportunity to grow, earn \$15-20,000 per year in a fine Central Wisconsin community—great for family living and the outdoors person. Really ideal living and working. A fine benefit package. Send resume to: Jack R. Gennaro, W103, Wisconsin Rapids, WI 54494. An Equal Opportunity Employer.

Move up to metro market! KIRL Radio has an opening for tough closer. High salary plus commissions. Resume and past earnings to: Mike Rice, KIRL Radio, Box 1460, St. Charles, MO 63301. EOE.

Unique small market contemporary station with No. 1 ratings against 50KW competition is looking for self-starter salesperson who likes money. Sports and/or news background helpful, but not absolutely necessary. You will replace a good person who is joining a major market station. Good account list. Indiana. Phone 219-665-9554.

Florida Automated Beautiful Music station on the Ocean needs an experienced Sales Person/Announcer. Excellent opportunity, great working conditions, and terrific weather all year round. Only those persons with minimum of two years experience need apply. Send resume, tape, and salary requirements to Dan Dermody, General Sales Manager, WGYL-FM, 150 20th Street, Vero Beach, FL 32960.

HELP WANTED ANNOUNCERS

Immediate opening for announcer. First Tickets only. Write KPOW, Box 968, Powell, WY 82435. EOE.

Fulltime 5 KW AM adult contemporary needs experienced announcer with good production background. FCC 3rd Class ticket. No selling. Must be communicator with good voice. An Equal Opportunity Employer. WCOJ, Coatesville, PA 215-384-2100.

Stability. If you're looking for a stable, healthy Station and Market, you've found it. Morning air personality. Must be articulate, entertaining and personable. Midwest location. Small market. Adult-contemporary format with local interest programming. Solid financial advancement to workers. EOE. Resume to Box A-42.

Beautiful Cape Cod—50,000 watt stereo FM has an immediate opening. Excellent reading ability and good voice and production capabilities required for our adult MOR. Good salary, fully paid insurance and excellent working and living conditions. Call WCIB at 617-548-3102. An Equal Opportunity Employer.

Immediate openings for two country air personalities and a Production Director. Medium Market contact, Rick Warren, Program Director of WBHP PO. Box 547, Huntsville, AL 35804. Area code 205-534-3521.

50kw FM in metro Washington DC market needs two personality DJ's now! There are nighttime positions, 7-12 & 12-6 AM. Not formatted jukebox station... personality a must! Must be able to read news. Salary negotiable. EOE. Send resume, we will contact you for tape. Box A-95.

Maryland Small Market station has announcer opening. Good beginning opportunity. 3rd/Broadcast. Box A-105.

Experienced MOR Broadcaster wanted. Must have knowledge in all phases of music and be able to project a warm personality. 3rd required at this Virginia AM station. EOE. Send resume to Box A-118.

Outstanding East Coast Contemporary FM seeks an afternoon drive personality with solid on-air and production experience. We're the leading station in a small-medium market; facilities are modern and exceptionally attractive. This is a truly fine opportunity. Box A-127.

Help wanted: Radio announcer; Personality oriented contemporary Southern VA AM, good salary and benefits. Send tape, resume to WYPR, Box 3325, Danville, VA 24541. EOE.

West Texas medium market station needs experienced air personality/sales person. Modern Country. Must have good references and track record. Personal interview required. Contact Johnny Knight, General Manager. 915-682-4300.

First Phone, Announcer wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. E.O.E. Box D-125.

50kw WFNC needs personalities for Country AM plus production for rock FM. Tape & resume to Randy Jenkins, PD: WFNC; PO Box 35297; Fayetteville, NC 28303. Minorities Encouraged.

Adult Contemporary Morning Personality, humorous, good production, minimum 1 year commercial or extensive college experience., E.O.E. Send tapes and resume to Steve Mechling, PD, WKST, 219 Savannah-Gardner Rd., New Castle, PA 16101.

PRO-FM 92, Capital Cities Communications in Providence has a choice opening for an afternoon drive personality. If you have experience in Top 40, do knock out production, hold a Third Class License, and carry impeccable references, send a tape and resume to: Gary Berkowitz, Program Manager, WPRO-FM, 1502 Wampanoag Trail, East Providence, RI 02915. WPRO-FM is an Equal Opportunity Employer.

Vermont's largest radio station has immediate opening for night announcer. Good pay, benefits, working conditions. Air check, resume to Gary Wheelock, WVMT, Box 1044, Burlington, VT 05401. EOE.

Afternoon Announcer wanted for Major Market Radio Station. Your chance to work for a top grade station in the most beautiful place in the U.S. Send resume and tape to Mike Davis, KYTE Radio, 2040 SW 1st., Portland, OR 97201.

Dynamite entertainer needed to maintain top-rated AM drive at Rocky Mountain, personality-oriented, contemporary station. Must be very strong on creative production. Tape and full information including current salary with first letter. MF/EOE, 605 Rushmore Drive, Grand Junction, CO 81501.

Our First AM drive opening in 15 years and we need an Adult Contemporary personality who wants the good life working at a good station. Opening is immediate. Send resume and tape to Al Sellers, WRIG/WDEZ, 529 Third Street, Wausau, WI 54401. EOE.

HELP WANTED ANNOUNCERS CONTINUED

Central Ohio MOR station needs experienced staff announcer for midnight shift. Send tape and resume to Roger Fischer, WMRN, Box 518, Marion, OH 43302. An equal opportunity employer.

Adding to staff. Salary definitely open. Top announcer for easy listening. Minimum 3 years commercial experience. Regular salary increases. EOE. S. Lubin WVOS AM-FM Liberty NY.

Live in the Pacific NW! Highly successful country station searching for talented entertainer. Send resume, air check, production samples and references to: Jerry Moore, EEO Coordinator, KGEM, Box 5278, Boise, ID 83705. Equal Opportunity Employer.

WCNC adult contemporary station in Elizabeth City, NC signs on at 6 AM. If you'd like to be the announcer that says Good Morning, call J L Lamb 919-335-4379.

California small market seeks morning personality. Contemporary style for Adult T40. Program should be creative, informative and adult oriented. Controversy OK. Community involvement a must. Must have excellent production. Strong voice desired. 3rd endorsed OK, but first is better. No time and temp DJ please. An EOE station. Tape and resume to KOBO, Box 1056, Yuba City, CA 95991.

HELP WANTED TECHNICAL

Chief Engineer Needed immediately. Must have experience with all phases. Directional AM, FM Stereo, Automation, Studio, rules and regulations. Send resume, references, and salary requirements to Cleve J. Brien, President, WLSQ-WREZ Radio, PO Box 5000, Montgomery, AL 36101.

50,000 watt FM stereo station in New England resort area by the sea has an opening for Chief Engineer-Announcer. Excellent pay and benefits. Transmitter, studio equipment, and preventive maintenance duties required. An Equal Opportunity Employer. Send resume to Box A-9.

Assistant Chief Engineer. ABC O&O. Extensive experience required. Equal Opportunity Employer. Reply to Chief Engineer, KXYZ/KAUM, 1201 Fannin Bank Building, Houston, TX 77030.

Chief with some announcing ability. Start \$8400. Fringe benefits. Medium market West Central. EOE. Box A-57.

Chief Engineer Announcer combination. FM 50,000 ERP. Salary open. KLIL 707-462-1451. Resume Box 389, Ukiah, CA 95482.

Chief Engineer for AM Directional, FM Automated, with remote control, remote pickup. Chief experience not required. WSLT, Box 478, Ocean City, NJ 609-399-1555.

South Florida Coastal station seeks Chief Engineer-Announcer. Must be capable maintenance both RF and Audio including 20kw Gates FM and 1KW-BC-1 Gates AM. Delightful living by the sea, opportunity for advancement with small public chain. Excellent medical plan. Good schools. Among lowest cost of living areas in nation. Send resume, tape and starting salary requirement to Randolph Miller, WIRA-WOVV, Fort Pierce. Equal Opportunity Employer.

Southwest AM/FM operation seeking experienced Chief Engineer. Automation and RF knowledge essential. EOE. M/F Opportunity for capable person. Send Resume to Box A-93.

Chief Engineer—Experienced with directionals and remote control. Spanish speaking California operation. Good working conditions and fringe benefits. Must have good technical background. Send Resume and Salary required to Box A-100.

Chief Engineer, 5 KW AM, heavy directional and solid state experience necessary, group station, excellent benefits, salary open ... Richmond, Virginia. Box A-116.

Chief Engineer wanted for 5,000 day, 1,000 night directional. Pueblo, Colorado, KIDN, Box 293, 81002. 303-542-5570.

Ohio Metro Area AM/FM needs experienced Chief Engineer. Should be strong on audio with automation knowledge and able to take charge three person staff. Group operation, excellent salary, all benefits including retirement. Very stable, first engineering opening in 15 years. EOE. Resume Box A-144.

Experienced or retired engineer looking for warm weather for non-directional AM, FM, and automation. Also consider combo engineer-sales, and/or production. Send resume to Ed Quinn, KEPS-KINL, Eagle Pass, TX.

Chief Engineer wanted for Midwest Capitol City. AM-FM-Automation and aggressive growth provides opportunity for hard working First Phone operator. Must have experience with directional systems and excellent references. Send complete resume to Box A-49.

Chief—Quality Oriented—AM Directional & high power FM stations. Formal electronics training required. Detailed resume and salary requirements to Personnel, WSLC/WSLQ Radio, P.O. Box 6002, Roanoke, VA 24017. AM/FM/TV Group. Excellent benefits. Looking for a good member for a good team.

Chief Engineer wanted at WSRO, Marlboro, Massachusetts. Contact Manager 617-485-9291 or send resume. Equal Opportunity Employer.

Contemporary Chief Engineer strong on construction and maintenance. Write Bob Howard WYSL/WPHD, 425 Franklin St., Buffalo, NY 14202.

Need a No. 2 person ready to make the move up to Chief for WOQM, Milwaukee. Good Company, Equipment, pay & working conditions. If you are ready to take-control contact: Irwin Gerber, Corp Eng. WDI2, 2699 Lee Rd. Winter Park, FL 32789.

Chief Engineer & Asst Chief Engineer openings with Midwest Family Stations. Wisconsin & Illinois locations. Candidates must be familiar with AM directionals, Stereo FM, STLs, SCA. Remote control systems & Automation. Please send resume & salary requirements to: Chris J. Cain, Engineering Director, Box 2058, Madison, WI 53701.

HELP WANTED NEWS

Broadcast Journalism: Ph.D. in journalism (mainly broadcast) and experience in teaching, in broadcast news (radio or television), public relations, and some exposure to public radio. Those lacking doctorate need not apply. Teach basic courses and broadcast reporting in conjunction with WVXU-FM stereo. Start August 1978. Send credentials to: Rev. L. J. Flynn, Chairman, Communication Arts, Xavier University, Cincinnati, OH 45207. EOE/AA.

Radio News Reporter for evening shift in combined AM/FM/TV News Department. Anchor afternoon newscasts and cover evening stories. Journalism degree and experience essential. We want an enterprising reporter, not just a voice. Medium Market in Upper Midwest. An Equal Opportunity Employer. Resume to Box A-90.

Upper midwest small market station is seeking a second person for our local news department. Salary would start at \$140/week for a six day week. Experienced only need apply. Send resume to Box A-103.

Newsperson needed with investigative reporting experience and good on-the-air presentation for Number One Southwest Radio Station with strong news image. Full company benefits and top money for top people. Equal Opportunity Employer. Send resume and tape to: Bob Durgin, KTOK Radio, Covenant Broadcasting, P.O. Box 1000, Oklahoma City, OK 73101.

Anchor-reporter with interest in sports. At least two years experience. Good air delivery a must. Will help with polishing writing-reporting skills. Starting salary range, \$180-230 weekly. Annual reviews. Great benefits. Closing Date: 1-23-78. Send tape and resume to: News Director, Box 17000, Raleigh, NC 27609. An Equal Opportunity Employer, M/F.

Radio Station in the Southeast seeking an experienced Radio News Reporter/Announcer for immediate opening. Send tapes and resumes to News Director, WCSC Radio, Box 186, Charleston, SC 29402. M-F. Minorities encouraged.

South Florida Station seeks experienced newspaper, must be go getter who wants to beat other media and enjoys some investigative reporting. Send resume, tape and salary requirements to Randolph H. Miller, WIRA-WOVV, Fort Pierce, FL 33450. We are an Equal Opportunity Employer.

Reporter-Announcer for solid three-person department. Midwest location. BA or experience, and endless list of questions. Send tape, resume, and writing samples to Curt Miller, WTRC, Box 699 Elkhart, IN 46515. EOE.

WLKI Angola Indiana is looking for a strong news and sports director to help maintain our No. 1 ratings. Experienced sports voice, only. Phone 219-665-9554.

WLOF/WBJW Orlando looking for people who are aggressive when it comes to gathering news, but communicators when it comes to doing newscasts. No "Readers" please. M/F EOE. Tapes and resumes to Richard Hunt, Box 15746, Orlando, FL 32808.

Aggressive morning drive, anchor-reporter for state news network. Must be super strong on air. Good salary. Annual reviews. Great benefits. Closing Date: 1-23-78. Send tape and resume to: News Director, Box 17000, Raleigh, NC 27609. An Equal Opportunity Employer, M/F.

News Director for only stations in market of 135,000 located between Milwaukee and Chicago. Experience essential. Must have authoritative sound and be good writer and digger. Local News is our most important product. Dex Card, WLIP-WJZQ, Box 659, Kenosha, WI 53141. 414-657-6162.

Experienced News Person wanted as News Director for Suburban Western Massachusetts station where news comes first. Contact Mike Dion, WDEW, Westfield, MA.

Newscaster for top flight people oriented Midwest operation. Solid company, good fringes and much growth potential for the right person. On the beautiful Mississippi River. Tape and resume to Chuck Bailey, WDBQ, 1170 Iowa Street, Dubuque IA 52001.

Newsperson. Top Chicago FM AOR station looking for a laid back style with an emphasis on great writing. Minimum two years medium market news experience. Send resumes and tapes to Richard Rieman, News Manager, WMAQ/WKQX-FM, Merchandise Mart, Chicago, IL 60654. No phone calls, please. An equal opportunity employer.

Small market Northern California station looking for strong journalist. Rip and read, or newspaper rewriters don't apply. Must be able to dig for local stories and develop leads. Commitment to community involvement required. Strong, authoritative voice required. Good conditions, new studio and benefits. Tape, resume and examples of ability to KOBO, Box 1056, Yuba City, CA 95991. An EOE Station.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

WBT Radio, Charlotte, NC, is looking for a creative, talented, mature person to do production with some air work. Send air check and complete resume to Andy Bickel, WBT Radio, 1 Julian Price Place, Charlotte, NC 28208. An Equal Opportunity Employer.

Operations Manager. Virginia adult contemporary. Partly automated. Experienced pro with good voice, personality for morning shift. Handle production, constant promotions, license, ratings. \$15,000. E.O.E. Resume, Box A-37.

Excellent opportunity for drive-time caliber air personality. Familiarity with Country Music a plus but not a must. If you are ready for a super opportunity in a major market, send tape and resume to Tom Allen, KBOX Radio, 9900 McCree Road, Dallas, TX 75238. Equal Opportunity Employer.

Production Person with copywriting abilities to join a present staff of two writers. Must be strong on ideas to give us creativity, with emphasis on spec spots. Announcing experience required. Stations are Contemporary M.O.R. on AM, Country on FM. Western Wisconsin. An Equal Opportunity Employer. Resume to Box A-115.

**HELP WANTED PROGRAMING,
PRODUCTION, OTHERS CONTINUED**

Number one station in market needs Program Director who can program modern and progressive country 5,000 watt clear channel station between Huntsville, Alabama and Nashville and can communicate with morning audience 6 till 9. I don't want breathing automation. I want to wake 'em up and shake'em up. You'll be handling promotion and super production. All new control room and production facilities, latest equipment to work with. Get me resume, references and tape at once. I'll pay what you're worth, as long as you're worth what I pay! Bill Malone, WIXC Radio, PO. Box 757, Fayetteville, TN 37334.

Program Director. For Upper Midwest medium market: Fulltime Top 40—fine equipment and reputation. Individual must have strong production ability, be very competitive and creative, and have administrative ability. 16,000+ annually; benefits. Resume and tape to Wayne Hiller, PO Box 2983, Fargo, ND 58102.

SITUATIONS WANTED MANAGEMENT

In return for an Admin. Asst.'s position, I'll provide you with 2 yrs. of administrative and 10 yrs. of broadcast journalism experience, a background in EEO, research and ascertainment and an MA in Broadcast Admin. Box A-63.

General Manager—31 yr. old dynamic motivator—described as "Promotional Genius"—Exp. all formats including Black. Incredible track record! Impeccable references. Med. to large markets only. (Prefer Southeast) Box A-112.

General Manager: Fifteen years experience, including ownership, sales, programming, news, sports play-by-play; strong administrative background. Activist, sales oriented; seeking Northeast management position in top sixty market. Spring availability. Box A-136.

General Manager for Rocky Mountain States—former owner, BA/communications, seeks ownership/growth potential. Outstanding background, heavy experience in selling recreational market radio. Organizer, Leader, and Self-Starter enjoys excellent reputation in current community. Box A-140.

SITUATIONS WANTED ANNOUNCERS

D.J., News, Production, Experienced seeking position in Eastern N.C. Box A-71.

Major Market (Adult & Teen) Top 40 jock. Seeking to program/manage air staff in medium market. Ten years experience, super production and promotions, idea man, stable, solid references. Want good growing community station with a future. Ratings competition no obstacle. Box A-68.

Attention: Small Market PD's. Trained "Pro" available who doesn't mind tight budgets. Tape has Newscasts & DJ. Box A-83.

I'm 45. Have 27 yrs. experience from DJ, News, Sports, Operations Mgr. and Sales to Gen. Mgr. I can help you in one or more of these areas and I want a permanent job. Prefer Chicago area. Box A-88.

Air personality/PD, seeking stable, Eastern, Modern Country station. Diversified background. Solid references. Reply with details of your station to Box A-101.

Put the Public back in your Public Affairs programming. Experienced New York Newswoman will show you how. Box A-108.

DJ, 5 months experience Top 40/MOR. Tight board operation, news and commercials, ad-libs, promotion, production and programming. Prefer a station within a 60 mile radius of N.Y.C. Call Tom 201-943-5816.

Experienced Female DJ/Pleasant, "one to one" listener approach, public affairs, production, news/country or progressive/Southern U.S. (that includes Texas)/Chris, PO. Box 82, Tyner, NC 27932. 919-482-3200, 919-482-2224.

Female, 22, 3rd endorsed, experience in Top-40, MOR, seeks position in same. Will relocate immediately, anyplace. Call 312-331-0154, or write Pat Lacey, 541 Thornwood Drive, South Holland, IL 60473.

Mellow female voice looking for AOR. 3 years experience, most recently at KLEO. No more top 40 and no graveyard. Call Cheri-913-235-1186, evenings and weekends.

Personality looking for move up to med/large market. Good experience, versatile. Wants Top 40, AC, or MOR. Call between 6a.m. & 3:30 p.m. E.S.T. 814-948-4822.

"I Love Production!" If you want a professional personality with great pipes, delivery, attitude, BA and experience, I'm Him! Prefer AOR, MOR, T40. South or Southwest. 517-337-0018 Collect.

Dipsoconia (dip'se co' ne a) n.—Radio in the blood. I'm Renee. I've got it and a 1st Phone. For hire: One creative announcer with major market experience in music, news, production, public affairs, telephone talk, interviews, copywriting. Why don't you call up and see me sometime? 215-848-7299.

50 year old rerun! West only (Beyond Texas). Need righthander as your righthand man? Morning personality calling card air voice DJ, sales pitcher, sports mouth. C & W small markets only. \$875 monthly. 27 years experience sports and radio business, yet still learning. If signals match, pitch me, I'll catch. Call 317-745-4973.

Experienced 3rd Endorsed looking for Country or Rock in Southwest. 4629 N10th Street, Phoenix, AZ 85014. Chapman Graham 602-279-7092.

Chuck Rowell (20 years experience—four in Chicago) is returning to the Windy City after two years as air personality and PD of a British commercial station. Any offer in or around Chicago considered. Call me at 312-358-3136.

Medium Mkt—Calif. Coast. Top rated MOR music personality would like to do your morning show. Syndication permitted? Jim 213-883-8610 5807 Topanga H-209, Woodland Hills, CA 91364.

On the beach for a while, would like to return to broadcasting. Experience in all phases music programming (heavy classical), news and public affairs. Mature voice. Prefer California or Southwest. David Brown 213-659-2600.

Five years full and part time experience. Looking for a good, small or medium market. Mike Jay, 417-1/2 Fifth St, Huntington, IN 47542. 812-683-3291.

Professional Country Jock—20 years experience. Prefer Florida or neighboring states. First Ticket. 513-253-5727.

3 years, endorsed third. I'll audition by phone, start anywhere within 1-5 days! 716-649-9298.

Capable, Ambitious, Adaptable jock needs break! Ivy league MA, Broadcast school, Third Endorsed. Prefer Northeast. Call Martin, 212-847-8308.

Southeast MOR, Top 40, AOR. 4 years experience (3 college, 1 commercial). Quality voice, good production and news. 3rd endorsed. Marc 404-252-7079.

SITUATIONS WANTED TECHNICAL

Need young Combo or First Phone with some background who delivers more than promises. Anywhere O.K. Box A-84.

Broadcast Engineer/Administrator seeking overseas or international travel assignment. Single, 30 years experience, first phone. Available immediately. Resume upon request. Engineer, PO. Box 3352, San Diego, CA 92103.

Broadcast Engineer. First phone, two years with contract engineering firm. AM, FM stereo, automation, construction. Looking for a step up. Box A-98.

Experienced Chief, over 25 years, AM-FM-DA-installation. Prefer Western states. Medium to small market. Box A-102.

Radio Troubleshooter for group owner wants out of politics and back to clean, loud, functional design. 1st Phone. BS. Box A-137.

SITUATIONS WANTED NEWS

News Director-Reporter-Talk Show Host. 10 yrs. exp. Excellent track record \$800 monthly-available now—Bruce, 312-246-1121, Noon-6 p.m.

Creative, hardworking News Director, with 3 yrs. experience, seeks reporter/anchor position in medium or large market. B.A. Award-winning, available beginning late January. Box A-7.

Young, aggressive, white female newscaster. Professional. B.F.A. Degree in Radio-TV. Film. Wants to move up to larger market. Prefer Dallas - Ft. Worth Area. Box A-96.

Experienced Newswoman. specializes in community affairs and reporting. New York Radio background. Box A-109.

Young and aggressive—with a proven record of excellence. Seeks news and/or sports position in medium-large market. Box A-132.

News and Public Affairs Specialist seeks Management level position with growth opportunities. Box A-133.

Broadcast Writer/Reporter with 3-yrs. radio exper. seeks copy desk position with All-News Radio or TV-News. Write: PO. Box 9227, Stockton, CA 95208.

**SITUATIONS WANTED PROGRAMING,
PRODUCTION AND OTHERS**

Public Radio Program, Production or Music Director/announcer. 3 1/2 years commercial and noncommercial. Music training, BA, third endorsed. Relocate. 216-456-6471 or Box A-3.

Medium market caliber top 40 jock ready for PD. position. Box R-56.

Looking for a Program Director or Operations Manager for your M.O.R. ... Let's start the New Year right, together. Will be coming to you with the best of recommendation's from one of the Nation's Major FM.s... in the top ten ninety minute markets. Box A-65.

Production—Announcer, 27 mos. exp. News and office exp. 1st phone. 207-882-7395.

Soul Program Director and Personality looking 919-483-6530.

Been MD of Country Powerhouse. 1st Phone. Nine years Country. Seeks stable MD or PD position. Box A-107.

Very Creative Production Director. Sixth major market experience at top Contemporary Rocker. If you're looking for someone to piece together your stations commercials, promotions and special programs—don't look any further, you've found him. Third Ticket. For production tape and resume write Box A-122.

Five years of radio know-how, looking for Top 40/Contemporary gig. No small markets please. M.D./production manager. Call Fred Peacock 515-842-3393. Presently employed.

Creative Music Director/Annrcr with syndication and production experience looking for position in music-programming syndication firm. Ed Klein, 4 Forestal Road, Kendall Park, NJ 08824.

Talk Show Host/Public Affairs Director—Four years experience in Houston Radio in public affairs, interviewing, talk shows and production. Currently: Fifteen minute interview program syndicated by Texas State Network and disc jockey for Hyatt Regency Houston. Rice University alumni. Will relocate for right salary. 3rd Phone. Phil Konstantin 713-759-0303. PO. Box 453, Pasadena, TX 77501.

Mature, Creative man seeks position with future at station or production company. Experienced in all facets of Radio, including heavy production. Call 714-244-4991.

**For Fast Action Use
BROADCASTING's
Classified Advertising**

TELEVISION

HELP WANTED MANAGEMENT

South Florida television station seeks an experienced Promotion Director/Copywriter. Equal Opportunity Employer. Send resume to Box A-106.

HELP WANTED SALES

Aggressive sales manager with excellent track record to help our strong local sales team achieve a third record setting year. Sunbelt market, now 98th and growing fast. Excellent compensation package. Resume to Jerry Condra, KVUE-TV, Box 9927. Austin, TX 78758. Equal Opportunity Employer M/F.

Midwest Network Affiliate needs aggressive, experienced Sales Manager to direct retail and national sales. Must have experience retail sales development and management. We are a group operation and will consider only applicants with management potential. Send resume and salary requirements. Box A-59.

Beautiful Tallahassee, Florida—America's 11th fastest growing city and home of all new WECA-TV, one of ABC's finest primary affiliates beckons the experienced media salesperson to join our local sales staff. You'll work with seasoned pros, and be backed up by one of the best production departments found anywhere. We'll offer an established list, decent draw, mileage, excellent company benefits and living in one of America's finest communities. Resume to Bill Black, Sales Manager, WECA-TV, Box 10027, Tallahassee, FL 32302. An equal opportunity/affirmative action employer.

Sales Manager group owned ABC affiliate now enjoying exciting growth offers enormous potential to salesperson who loves everything about television sales from personal contact to achieving maximum from each salesperson. Must have experience, proven track record and ability to take full charge. No armchair approach please. Must desire on the street selling of agency and direct accounts, with management know how to maintain outstanding sales department. Excellent starting salary, override and incentive bonus. Stable company, attractive Great Lakes area market. Abundant recreation, fine schools, diversified industry and tourism. Near major cities with superior life style of medium size community. Should expect to double income in next five years. EOE. Resume Box A-142.

Television Account Executive with demonstrated sales ability. Candidate should be a self starter with management potential. Great career potential with leading national communications company. Qualified candidates should send complete resume to Richard R. Graham, KFSN-TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications, Inc. is an Equal Opportunity Employer.

HELP WANTED ANNOUNCERS

TV Weather person, Small market Rocky Mountain station with No.1 ratings has immediate opening for experienced, knowledgeable and enthusiastic weathercaster. Excellent salary, top staff, great area. Send VTR and resume to Director of Operations, KIFI-TV, Box 2148, Idaho Falls, ID 83401. EOE Employer.

TV Hosts Wanted in Top Ten Market for morning variety, talk, news, information program. Must have extensive background for interviewing newsmakers, entertainers, et cetera. Personality a key for the right persons. An Equal Opportunity Employer. Please send a complete resume and salary requirements to Box A-117.

HELP WANTED TECHNICAL

Unit Supervisor. Major West Coast video production facility needs experienced mobile unit Supervisor. Complete responsibility for equipment and crew performance as well as client interface on location shoots. State of the art cameras and video tape equipment. Send resume and salary requirements to Box P-47.

TV Engineer wanted to work in all color, remote-controlled UHF public television station in Western Michigan. Must have first class license and television experience. Send resume to: Paul Bock, Chief Engineer, WGVC, Grand Valley State Colleges, Allendale, MI 49401. GVSC is an Equal Opportunity/Affirmative Action institution.

Engineer Wanted, experienced in maintenance. PC 70's, RCA TR 70C recorders. N.Y.C. area. Box A-73.

Chief Engineer wanted for video tape facility. Seek First Class License in electronics. Maintenance of RCA VTR's, PC 70's, PCP90 cameras. High salary. Heavy maintenance experience. Knowledge of computer editing. N.Y.C. area. Box A-74.

Television Maintenance Engineer. Must know troubleshooting. Must be experienced. No trainees. Full color facility. Write, Bill Brister C.E., WGNO-TV, 2912 ITM Bldg, New Orleans, LA 70130.

Television operations engineer needed for new corporate television production studio. Operate and maintain the latest ENG/EFP video systems. 30% travel throughout U.S. Salary commensurate with experience. Excellent benefits. Send resume with salary history to R.J. Hope, Air Products & Chemicals, Inc., P.O. Box 538, Allentown, PA 18105.

Transmission Engineer. Immediate opening in our Engineering Department for individual with an EE degree and 3-4 years experience in broadcasting. Heavy background in testing and measuring audiovideo and satellite transmission facilities preferred. We are a Washington, DC based broadcasting organization with interconnected station facilities. Excellent salary and benefit package available. Please send resume to Box A-139.

Don't spend another winter in the cold. Live and work in lovely Miami-Fl. Lauderdale. Wanted Chief Engineer and qualified maintenance Engineer. Contact WKID-TV 51, 2090 SW 30 Ave., Hallendale, FL 33009. Att: B. Johns.

Studio Maintenance Engineer—First Class FCC License, maintenance experience with studio cameras, film chains, VTR's and switchers required. Some transmitter maintenance experience preferred. Should have background knowledge in solid state and digital electronics and possess management potential. Send complete resume to Richard Graham, KFSN-TV, 1777 G Street, Fresno, CA 93706. Capital Cities Communications, Inc. is an equal opportunity employer.

Engineer—Indiana Higher Education Telecommunication System has immediate opening for experienced engineer to plan and execute preventive maintenance program for its television and special electronic systems (ITFS, VTRs, RF, digital). Requires First Phone. Work with university personnel. Digital experience helpful, degree desirable. Send resume, references, and salary requirements to: Jim Potter, IHETS, 1100 W. Michigan, Indianapolis, IN 46202. EEO/AA Employer.

Maintenance Engineer needed now. Minimum two years experience in transmitter and production equipment, maintenance and 1st class FCC license. \$8,700. Contact Linda Solyak at WSKG Public Television and Radio, Box 97, Endwell, NY 13760. 607-754-4777. EOE/M-F/AA.

Broadcast Technician. Duties include operation and maintenance of TV broadcast equipment. First class FCC license plus two (2) years technical school required. TV maintenance experience preferred. Send resume and salary history to: Personnel Director, P.O. Box 741, Dayton, OH 45401. An Equal Opportunity Employer M/F.

Broadcast Engineer wanted by Public Station KUID TV and FM. Position requires FCC First Class License and includes responsibilities for signing and reviewing work of others engaged in maintenance. Desired qualifications include experience in installation, repair, and operation of broadcast studio and transmitter equipment. \$13,4116. Closing date is 1-31-78. For vacancy announcement and application procedure contact Arthur R. Hook, GM at KUID TV, Radio-TV Center, Moscow, ID 83843. An EEO/AA Employer and Educational Institution.

Radio-TV Engineering technician. Graduation from a standard high school and two years of experience with the operation and maintenance of a variety of Radio and Television equipment required. FCC first class radio-telephone license preferred. Salary \$9,584.00 annually. Excellent employee benefits. Please send resume to: Florida Atlantic University, Personnel Department, 500 NW 20th Street, Boca Raton, FL 33431. An Equal Opportunity/Affirmative Action Employer.

Television maintenance engineer—first phone and minimum 3 years experience in television maintenance/systems installation required. This is key position w/established San Francisco station. Major technical facility expansion soon to be made. Excellent salary and fringes. Contact: John Nielsen, KBHK-TV, 420 Taylor, San Francisco, CA 94102, 415-885-3805.

Chief Engineer—Petry TV's new WPTY-TV Channel 24 Memphis. Must be experienced in all phases of studio equipment and transmitter maintenance. Write John Fergie, 166 Thalia Drive, Feeding Hills, MA 01030.

Maintenance Technician. Heavy maintenance, color studio and control room, 3/4" E.N.G. production equipment, ITFS transmitters and receivers. Requirements: FCC 2nd and experience, indicating ability to repair equipment described. Send resume to: Personnel, Department of Education, San Diego County, 6401 Linda Vista Rd., San Diego, CA 92111. Phone: 714-292-3715.

WSWP-TV is currently looking for qualified broadcast engineers to handle on-air operations, camera control and maintenance. Excellent benefits package. FCC First and formal electronics training or equivalent experience required. Contact: Chief Engineer, WSWP-TV, Box AH, Beckley, WV 25801. EEO. M/F.

HELP WANTED NEWS

Looking for top notch reporters, anchors, writers, editors, photographers, and producers. Major Southern California market. Send resume to Broadcasting Box R-4.

Exceptional Opportunity for experienced, professional, enthusiastic weather person for Top 25 Market in California. Interested in successful individuals from any size market; should have sufficient background to formulate own forecasts. Group-owned network affiliate with latest weather technical equipment, including radar. Pleasant working conditions. Job involves producing and delivering weather on early and late evening newscast weeknights. An Equal Opportunity Employer. For more details, contact Jim Drennan, News Director, KXTV, Sacramento, CA. 916-441-2345.

ABC affiliate seeks professional meteorologist with experience in preparation and presentation of television weathercasts. Forward resume and salary requirements to Box A-72.

Building News Department on the move seeks solid broadcast journalist with knowledge of sports to prepare and present nightly sportscasts and pursue active film coverage of local sports. Resumes to Box A-76.

A progressive AM-FM-TV Operation, covering Illinois, Missouri and Iowa, is looking for an experienced radio news person. Opportunity for some TV news work, as well as AM-FM radio. Sports experience helpful. Excellent advancement possibilities with a growing chain. An Equal Opportunity Employer. Send resume to Box A-92.

Medium market, Midwest network affiliate needs weekend weather person who would also be street reporter three days a week. Send resume of Box A-104.

Midwest, medium market network affiliate needs weekend sports anchor position. Would also involve sports reporting three days a week. Send resume to Box A-111.

Expanding TV International news and documentary agency needs experienced Sales Manager with U.S. and World experience and successful sales record. Possible relocation abroad. Box A-121.

TV News Producer—Top 25 NE Market. Minimum 3 years TV experience. Equal Opportunity Employer. Detailed resume to Box A-131.

News Director for growing news department in small market NBC affiliate. Need bright take-charge person experienced in gathering, co-anchoring, assigning and motivating news staff. Send resume and tape to Arch McDonald, WHAG-TV, Box 310, Hagerstown, MD 21740. EOE M/F.

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.

Reporter/Photographer (Lansing/Jackson, Michigan) A minimum of six-months experience doing daily news reporting on either radio or television. Equal Opportunity Employer. Send resume to Personnel, WILX-TV, P.O. Box 30380, Lansing, MI 48909.

HELP WANTED NEWS CONTINUED

Associate Cinematographer/Producer at public television station KUID-TV, to shoot as primary cinematographer, second camera, assist in public affairs research and scripting. Salary \$11,040. Send detailed resume, references and 5-10 minute demonstration of your ability to shoot film under news or sports conditions to Arthur R. Hook, Chairperson, Search Committee, KUID-TV, University of Idaho, Moscow, ID 83843. Closing date is January 31, 1978. An EEO/AA Employer.

TV Weather. New Orleans group-owned VHF. Prefer meteorologist with knowledge of Gulf Coast weather. An Equal Opportunity Employer. Send tape and resume to Program Director, WVUE, P.O. Box 13847, New Orleans, LA 70185.

Anchor needed—Experience necessary. Must be bright and energetic. EOE. Fast growing sun belt area. Send cassette and resume to Art Angelo, VP, KPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

Co-anchor reporter—Major Southeastern Market. Three years experience on-air/news required. Send resume, salary requirements, tape to Jon Mangum, News Director, WFBC-TV, Box 788, Greenville, SC 29602. E.O.E.

Freelancers in Washington: Reporters, producers, courtroom artists needed by small network news operation, for per diem assignments. Resume and tape to Bureau Chief, ITNA, 2419 M St., N.W., Wash., DC 20037.

TV News Producer needed to take over 6:00 p.m. and 11:00 p.m. news of Southeast top 40 market, No. 1 news station. Must have two (2) years minimum experience as News Producer. Letter should include expected salary. Excellent fringe benefits. Send resume to Business Manager, P.O. Box 1833, Orlando, FL 32802. We are an Equal Opportunity Employer.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS CONTINUED

Media Director. Coordinate and Place Radio and Television 30 Markets New England to Midwest. Create Promotions. Need strong personality with broadcast and supervisory capabilities. Please send resume and salary requirements. Box A-33.

Continuity Specialist for University of Wisconsin-Extension Telecommunications Center, Madison, Wisconsin. Responsible for assisting Continuity Director in preparing, coordinating, and scheduling all materials for daily on-air TV broadcast. Bachelors or Associate degree preferred. Demonstrated creative writing and organizational ability essential. At least one year's successful experience in radio/TV continuity or traffic, or two years in radio-TV production preferred. Reasonable typing skills preferred. Deadline of January 20, 1978 for completed applications. Salary: \$10,500. For application, write: H. Richard Hinec, Station Manager, WHA-TV, 821 University Ave., Madison, WI 53706. An Affirmative Action/Equal Opportunity Employer.

Promotion Development Director for Public TV station in Southwest. Degree and professional experience in broadcast promotion and/or fund raising required. Good writing ability essential. \$12,000 minimum. Resume, references and writing samples by February 3, 1978. To J. Dryden, KRWG-TV, Box 3J Las Cruces, NM 88003. 505-646-2233. An Equal Opportunity/Affirmative Action Employer.

Top 10 Market VHF has immediate opening for Producer/Director. Three to five years experience required in studio, remote and news. Resume and salary requirements in first mailing to Box A-91.

Take-Charge TV Promotion Manager wanted for aggressive network affiliate in growing Southeast market. Effective on-air promotion and publicity skills a Must. Will consider No. 2 ready for move to No. 1 spot. Send resume to Program Director, Box A-114.

Promotion. Group-owned VHF in major Southern market looking for experienced on-air promotion person. Must be creative writer with good knowledge of film, tape, graphics and music. Strong emphasis on news promotion. Equal Opportunity Employer. Send resume to Box A-124.

Pennsylvania ABC affiliate looking for production person with hands on experience in producing commercials in studio and on location. Salary commensurate with experience. Great fringe benefits. Group operation. EOE. Reply Box A-143.

Producer. Daily one hour afternoon "women oriented" talk show. Minimum 3 years commercial producing experience. Candidate must be totally familiar with all phases of studio production, guest booking, writing and program formatting. Strong supervisory and management skills necessary. Top 10 major market, network affiliate, major group and Equal Opportunity Employer. Box A-146.

Director/Technical Director—for number one market independent UHF station—Wometco group owner. Includes technical directing, editing, VTR operations and Telecine operation. Minimum 3 years experience—Call WTVG 201-731-9024, or write: Box 296, W. Orange, NJ 07052. E.O.E.

One broadcast news and two cinema positions open fall, 1978, tenure track, assistant professor level. Undergraduate courses in reporting and TV news, and in cinema production, history, criticism and scriptwriting. Newfilm and ENG or documentary experience required respectively, doctorates preferred. Washington State University is an equal opportunity/affirmative action employer: minority, handicapped and women applicants encouraged to identify themselves as such. Send vita and three letters of recommendation to Thomas Heutlerman, WSU Department of Communications, Pullman, WA 99164. Review begins Feb. 1, 1978.

Production Operations Manager in the Learning Resources Division of Northern Michigan University, Marquette, Michigan. Responsible for facilities and personnel connected with production of programming for VHF public television station as well as other broadcast and nonbroadcast projects. Must have bachelor's degree in radio/television or related area, extensive experience in television production and some management experience. Salary commensurate with training and experience. Excellent fringe benefits. Send resume to: Employment Supervisor, Personnel and Staff Benefits, Northern Michigan University, Marquette, MI 49855. Application deadline January 23, 1978. An Equal Opportunity/Affirmative Action Employer.

TV Director. 3-5 years directing experience in studio, remote, ENG. Excellent benefits. Send resume and salary requirements to Charles Maday, WMHT, Box 17, Schenectady, NY 12301. Equal Opportunity Employer.

TV Graphic/Scenic Designer for New Hampshire Public Television. Must have thorough working knowledge of TV graphics, set design and construction, still photography for color TV use, a minimum of 2 years professional experience in graphic design or TV Design, BFA in design or equivalent combination of education and experience, and a desire to communicate effectively with other network departments. Salary range: \$9,624 to \$14,940; normally starting salary not to exceed \$11,952/yr. Send resume and at least 4 slides of work, no later than February 1, 1978, to: Jeanne Fountain, Art Director, New Hampshire Public Television, Box Z, Durham, NH 03824. AA/EEO.

Remote Production Supervisor. (TV Equipment Operator III). Requires one year experience in Broadcast Television remote unit crew. Duties: Participate in surveys and planning of remote telecasts. Supervise production crew in installation, operation and removal of equipment associated with new, high-band remote unit. Present salary schedule: \$878.00 to \$1124.00 (Liberal fringe benefits). Applications must be postmarked by January 30, 1978. Send applications to: University of Washington Staff Employment, Attn: Sheri Hayes (JF-15), 1415 N.E. 45th Street, Seattle, WA 98195. An Equal Opportunity/Affirmative Action Employer.

SITUATIONS WANTED MANAGEMENT

General Sales Manager—Seeking major market, experienced, age 35, resume, and references. Box A-19.

Station Manager/Operations-Program Director. Thoroughly experienced, highly qualified all areas. (20 years, VHF-UHF). Expertise in organization, cost controls, trouble shooting, promotion, revitalization, new station preparation. Box R-96.

SITUATIONS WANTED TECHNICAL

First Phone Tech. TV Production experience. Excellent education. Trainee salary O.K. Phone Mark, 212-221-3074.

Video Technician Seeks position with broadcast or production facility. Major Market Radio, Television and corporate audio-visual experience. CREI student, first phone. Resume on request. Contact Mike Ostrowe, 321 West 90th St., NYC 10024.

SITUATIONS WANTED NEWS

Reporter with major market producing experience, master's degree, seeks reporter position in a medium to large market. Box A-17.

Woman, 30, MSJ; 10 years top-60 market experience: interview host, producer, reporter, anchor, college journalism instructor. Awards. Specialty: interview show. Box A-97.

Sharp Reporter/Anchor, 27, three years television experience in medium market, news and sports. Box A-129.

Award-winning TV reporter. Excellent background with highly-regarded news station. Experience includes: network feeds; investigative mini-docs; and stint as medium market News Director. Seek post in South, Southwest, or West. Box A-141.

TV News Director. Record of achievement in medium market. A thoughtful, innovative approach. Superb background as large market reporter. Desire ND slot in medium-large market in Sunbelt or West. Box A-145.

Knowledgeable Weatherman. Top 30 veteran wants a new opportunity. Very experienced, personable. Minicam environmental/scientific/news reports-charts, graphics, the works. Salary secondary to good station and location. Box A-147.

Broadcast Writer/Reporter with 3-yr. radio experience seeks copy desk position with All-News Radio or TV-News. Write: P.O. Box 9227, Stockton, CA 95208.

Experienced female reporter seeks reporter or anchor position. Prefer nights or weekends. Call Lesley Nickel 414-961-1446 or 5127 N. Woodruff, Whitefish Bay, WI 53217.

SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

T.V. and Radio Copywriter. Have written copy for Hollywood TV studios. 203-523-9318.

Video-Film Craftsperson, seven years experience all phases studio, remote, ENG, EFP audio seeking highly creative, stable position. David Bogle, 5268 Mt. Alifan, San Diego, CA 92111, 714-277-7857.

I want to start with you and grow with you. I have production experience in film, TV, and records. I write TV scripts, do TV reporting, free lance still photography, and radio programming. If you want a hard worker and loyal staff member, write or call Steven Leigh Piva, 2300 Sedgwick Avenue, New York, New York 10468. Home telephone 212-364-0188, 24 hr. answering service 212-691-7950. Full resume and letters of reference on request.

Television programing and production all phases (VHF-UHF) 15 yrs. experience. Box A-113.

Producer-Director seeking creative opportunity to insure a prosperous 1978 for your growing organization. 7 years premium studio/remote experience will put your productions in good hands. Graham Brinton, 215-664-3346.

Looking to work with a high energy production team or staff. Experienced in all phases of production, programming directing, producing, tech. design, and writing. Vince Flores, 4561 Edwards Lane, Castro Valley, CA 94546. 415-538-4444. 415-581-6694.

WANTED TO BUY EQUIPMENT

Wanting 250, 500, 1,000, and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Iturbide Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

WANTED TO BUY EQUIPMENT CONTINUED

Wanted: UHF TV Transmitters Instant cash paid for all models. Call Bill Kitchen: 904-837-2798.

Wanted: One 5CX1500A. Harton, Box 4426, Mountain View, CA 94040. 415-964-9770 after 6:00 PM PST.

Wanted: Cheap or donated equipment for spanish, CAFM radio station. Jose Longoria, 751 North 1150 East, Provo, UT 84601, 801-377-5369.

FOR SALE EQUIPMENT

5" Air Hellax—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL. 312-266-2600.

Cameras-GE PE250 (Killed to 350 specifications). Two chains complete with GE-115 Encoders, CBS 8400 Enhancers, HF PD-3 Pedestals, 400 feet cable. Contact Dick Payne, 205-281-2900.

Transmitter Plant (Channel 12). RCA TT50AHLA Transmitter. RCA TF-12AH Antenna. Idec 750 foot guyed tower. Heavy-duty 7 foot face. Much auxiliary equipment, including RF load, monitors, spare parts, etc. This plant was performing to "proof" specifications when de-activated 9/11/77. Contact Dick Payne, 205-281-2900.

1-RCA TT258L, Transmitter with spare visual final, complete with side band filter and harmonic filters. Now on air. Available April-1978. Mr. Harry Lawson, C.E., WBRC-TV, P.O. Box 6, B'ham, AL 35201. Phone 205-322-4701.

Sony D-100's, Grass Valley Switcher, Norelco Audio Console, Time Base Corrector and Datatron Editing Controller. Reasonably priced. Call 202-783-2700.

For Sale: Used CCA Class IV Transmitter, Phasor, Two Towers Base Units, all monitoring equipment including EBS. Nine years old. Clean, well maintained, excellent condition, ready to go. Now tuned to 1510, can change easily. Box A-70.

Ampex 3000—with extra head, 2 batteries, charger. Like new. \$7500 down, balance, 3 year payments. 212-688-9884. Principals only.

Complete Stereo Production studio, includes two Ampex 601-2 Recorders, all for \$2,000. Priced for quick sale. 404-934-2742.

Searchlights and generators. Great promotional moneymaker. Reasonable and affordable. Call WZZI 615-442-2902.

For sale: General Electric TT-36-A High Band 50KW TV Transmitter with many extras. Tuned to Channel 10: 2,000 ft. of 3 1/8" Prodellin Transmission Line. General Electric TY-42-B Helical Antenna for Channel 10. All equipment now in use. Will be available in April, 1978. Contact Richard A. Swank, Chief Engineer, WILX-TV, P.O. Box 30380, Lansing, MI 48909. 517-783-2621.

200 ft. Windcharger guyed tower, \$1,600. 265 ft. 24 inch, Wind Turbine, \$2,600. 300 ft. 32 inch, Fort Worth, \$4,000. Towers erected and painted. Unbeatable prices. Angle Tower Erectors, P.O. Box 55, Greenville, NC 27834. 919-752-7323.

Gateway 80 monaural console, \$2800. We are going stereo so you save over \$1100. Less than a year old. Don Michel, WRAJ-FM, Anna, IL 618-833-2148.

Closing Production Studio. Complete customized television production truck. IVC 960, TBC, 2 color cameras, SEG switcher, Vectorscope, Audio recorder, mixer, consoles on rollers. Studio lights, mikes, equipment. See to appreciate. In 50's. For details call 804-233-4178.

COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

"Free" D.J. Catalog! Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B, San Francisco 94126.

Free sample of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

Hundreds of Deejays renewed again! Guaranteed funnier! Freebie. Contemporary Comedy, 5804-B Twineing, Dallas, TX 75227.

FRUITBOWL: world's leading weekly humor and information service for radio personalities. Free four week trial subscription to qualified broadcasters. Dept. "C," Box 382, Fair Oaks, CA 95628.

MISCELLANEOUS

Have a client who needs a jingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brynmawr, PA 19010. 215-525-9873.

Prizes! Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc., 166 E. Superior St., Chicago, IL 60611, call collect 312-944-3700.

RADIO Help Wanted Management

LOCAL SALES MANAGER

Major South Florida Radio Station is looking for an experienced, highly motivated person for the position of Local Sales Manager. The person we're looking for must have a successful sales background and experience in all phases of local sales, including retail and co-op. Management experience a must as we have an excellent and aggressive sales staff that demands strong, professional leadership. For the person with these qualifications, we offer an opportunity for financial and personal growth with one of the country's largest, most successful major market broadcast groups. All correspondence will be handled in complete confidence. An Equal Opportunity Employer M/F Send complete resume to Box A-123.

Editorial Capsule Opinion research weekly. Trial subscription—\$378 Broadcast Service Assoc., 663 Fifth Ave., New York, 10022.

Custom Station ID Packages, jingles, sound logos. Reasonable prices. For information write: Nutmeg Music, 4E Beach St. Bethel, CT 06801.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass their exams. Classes begin January 3, February 13. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL. 33577. 813-955-6922.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.

1st class FCC, 6 wks, \$450 or money back guarantee. VA appvd. Nat'l. Inst. Communications, 11488 Oxnard St., N. Hollywood, CA 91606.

OMEGA STATE INSTITUTE, training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

Free booklets on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

1978 "Tests-Answers" for FCC First Class License. Plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions, Box 26348-B, San Francisco 94126.

Radio License institute offers extensive preparatory training for the FCC first class license. Over 90% of our students pass their exam the first time. Both six-week daytime and eight-week nighttime classes available year round. State approved for Veterans. RLI, 216 E. Montague St., Charleston, SC 29406. 803-744-7189.

Cassette recorded First phone preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

1st phone test preparation. Free information. V.A. benefits. Financial Aid. A.A.B. 726 Chestnut Philadelphia 19106. Phone 215-922-0605.

Bill Elkins and his famous six-weeks First Phone course are back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas, TX 75245, 214-352-3242.

SUN BELT

Have you ever worked for a radio station that increased revenues 500% the first year and doubled sales the second year? (One thousand percent increase over 2 years.) KLAZ in Little Rock accomplished this feat and also tripled audience to become the highest ARB rated FM station in the top 100 markets. Profits in our third year will be substantially greater than the purchase price.

Our Tulsa radio station, KWEN, is enjoying the same kind of record breaking growth and we're ready to start acquiring new stations as soon as we can develop replacements for the management and sales people we will be sending to our next market.

If you have exceptional talent and the desire to move ahead quickly, we can promise a learning experience not available anywhere else in the radio industry. This may be the opportunity you have been seeking to advance your career. Unless I hear from you, we will never know.

Send resume, salary requirements, and letter stating your short and long term goals to Ron Curtis, Renaissance Plaza, 1460 Renaissance Drive, Suite 213, Park Ridge, Illinois 60068. All replies answered promptly.

FEMALE OR MALE CONSULTANTS

Well established "Executive Search" firm is expanding and we're interested in adding 2 consultants to our staff. Candidates must be comfortable working with top-level broadcasting executives and enjoy the challenge of solving client problems. High energy level and excellent written and verbal skills essential to success as a recruiting consultant. Limited travel to all areas of the country from attractive, new offices near O'Hare Airport. Send resume, and letter stating why you are interested in this unique opportunity. Lee Hague, Ron Curtis & Company, Renaissance Plaza, 1460 Renaissance Drive, Suite 213, Park Ridge, Illinois 60068. All replies answered promptly.

Help Wanted Sales

\$ BROADCAST AUTOMOTIVE SALES \$

Retail automotive expert w min 3 yrs experience will have picnic with 164 new car dealers in San Gabriel Valley. We're looking for a pro. K-WOW 213-331-0794. E.E.O.



THE CBS SOUND EFFECTS LIBRARY IS THE BEST YOU CAN BUY.

**OVER 8 HOURS OF
SOUND EFFECTS: fire engines and fire-
works . . . wind and waves . . . birds and
sea lions . . . horses & buggies and racing
autos . . . explosions and avalanches . . .
airports . . . stadiums . . . courts of law
. . . factories . . . orchestras . . . parties
. . . sirens . . . fighting . . . kids at play
407 CUTS IN ALL — AND ALL IN A
16-LP RECORD SET FOR ONLY
\$150. COMPLETE!**

**BROADCASTING BOOK DIVISION
1735 DeSales St., NW
Washington, DC 20036**

Please ship the 16-LP CBS Sound Effects
Library to:

Name _____

Firm or Call Letters _____

Address _____

City _____

State _____ Zip _____

I agree to purchase this set for \$150.

My check (payable to
BROADCASTING BOOK DIV.)
is enclosed.

Help Wanted Technical

WEST COAST OPPORTUNITY Engineering Manager

Expanding West Coast broadcast equipment manufacturer offers an excellent opportunity for an above average engineer. This position requires the ability to evaluate RF—linear and digital-circuitry as well as strong supervisory ability and a minimum of 5 years experience. Both manufacturing and broadcast experience are desired.

If you are ready for a new challenge forward your reply and resume to Box A-94.
An equal opportunity employer

Help Wanted Announcers

Sun Belt Power Station!

Talk Show host.

Adding muscle to News and talk format. Looking for Talk Show host who is witty, warm, intelligent audience stimulator . . . no agitators. Must be highly organized and have a good track record.

Sportscaster

Strong on-air personality—strong reporter. No "Gee-whiz" types please. Full particulars in first reply.

Box A-86

IMMEDIATE OPENING

For mature, experienced, professional, announcer to be part of a two person morning show. Other duties to include heavy production and afternoon music and information show. Modern studios and equipment including automation and a super university town 100 miles West of Saint Louis. This is a top position for a top flight announcer. Please call only if this describes you. Mike Ransdell 314—364-2525 or write KTRR/KZNN FM, Box 727, Rolla, MO.

Help Wanted News

SPORTS DIRECTOR

WHIO Radio is auditioning for sports director position. Play-by-play and regular daily sports reports. Excellent benefits, good pay. Must have sports broadcasting experience. No phone calls. Send tape and resume to Bob Davis, Program Director, WHIO Radio, 1414 Wilmington Avenue, Dayton, Ohio 45401. WHIO Radio is an Equal Opportunity Employer.

Situations Wanted Sales

GENERAL MANAGER or SALES MANAGER

Experienced, with outstanding record achieving high profits and sales, with successful radio stations in competitive major markets is available. Top references Offer talent and loyalty. 215—449-7378.

TELEVISION

Help Wanted Management

MANAGER

Sales and Marketing background preferred for growing Southeast Cable System. Send resume to Box A-64
An Equal Opportunity Employer M/F

BUSINESS MANAGER

Major Buffalo broadcaster requires a Business Manager for the WGR TV/AM/FM stations. We are seeking a qualified accountant with broadcast business management experience. Please send resume to L. Holtkamp, Taft Broadcasting Co., 1906 Highland Ave., Cincinnati, Ohio 45219.
AN EQUAL OPPORTUNITY EMPLOYER

PROMOTION MANAGER

for major market network affiliate located in the Southwest. Applicants should have experience and ability in producing on-air promos and print ads of excellent quality, and be able to write. Organizational and managerial skills an absolute necessity. An equal opportunity employer.

If interested, send resume to Broadcasting, Box A-125.

Help Wanted Sales

TV BROADCAST EQUIPMENT SALES

ADC has a key position as Regional Sales Manager now available to the right person. Applicants must be aggressive self starters who can organize sales activities in a large geographical territory based out of our Los Angeles sales office. All applicants must possess a strong, sales oriented, technical background in TV switching and control equipment along with a good general working knowledge of the complete television system. Preference will be given to individuals with proven sales performance.

Interested applicants contact:

The Marketing Manager
AMERICAN DATA CORPORATION
a North American Philips
Company
P.O. Box 5228 Research Park
Huntsville, Alabama 35805

Help Wanted Programing, Production, Others

Are you the best 3/4" VTR
Editor in America?

If so,
EVENING MAGAZINE
wants you.

Group W's exciting prime access strip, which has been winning praise, awards and ratings across the country needs a VTR Editing Artist for its San Francisco edition. Need to love Video, know how to tell a story, and turn out 7 minutes of artistry a day on a Datatron 50/50. Send cassettes and resumes fast to:

Bill Hillier
KPIX TV
2655 Van Ness Avenue
San Francisco, California 94109.

PRODUCER/DIRECTOR

A top 10 market station desires a highly motivated Producer/Director (DGA) with expertise in the following areas:

- VTR Studio Programs
- Live and Tape Remotes
- Film and/or ENG Documentaries
- Studios, Location, Tape and Film commercials

If your experience meets the above requirements, then our station may have the career opportunity you desire. Excellent fringe benefit program. Send detailed resume which includes salary requirements to:

BOX A-119.

An Equal Opportunity Employer M/F/H/Vets

Help Wanted News Continued

MEDIA SERVICES REPRESENTATIVE

Major NYSE company, based in Atlanta, seeks a skilled journalist/public relations practitioner with well-developed writing ability. Experience in financial news reporting desirable. Senior staff position requires degree and a minimum of three years experience in news or public information. Competitive benefits. Salary open. Send resume with salary history, in confidence, to Box A-128.

Equal Opportunity Employer

TELEVISION NEWS DIRECTOR

A major group owned affiliate in a top 10 Eastern market seeks a News Director with EXTENSIVE experience including ENG.

Comprehensive benefit package and salary commensurate with experience.

Send detailed resume including salary expectations to:

BOX A-120

An Equal Opportunity Employer M/F/H/Vets

Help Wanted News

IMMEDIATE OPENINGS WITHIN OUR GROUP

Co-Anchor — Meteorologist
Weekend Anchor/Reporter — Technical Engineer

Send resume and cassette to:

UNITED TELEVISION, INC.

6975 York Avenue, South
Minneapolis, Minnesota 55435
An Equal Opportunity Employer

Help Wanted Technical

VITAL HAS A FUTURE FOR YOU

Dynamic growth opportunities for video engineers with experience in video switching systems. Enjoy Florida living. Work for hi-technology company. Send resume to: Dale Buzan, Vital Industries, Inc., 3700 N.E. 53rd Avenue, Gainesville, Florida 32601

Situations Wanted News

ANCHOR/TALK HOST

Presently employed, hard working professional anchor is seeking anchor slot and/or television talk program. I do an excellent job at both. Send replies to Box A-89

Business Opportunity

GOLD MINE

For Small Market Stations

New talent waiting to be molded to fit your format. W/ motivation & desire to work at your station for salary that fits your budget. Call (collect) Mon-Fri, 8-5 PM, 215-922-2065.

Free Film

**FREE FILMS? CALL
MODERN TV**

The leading distributor. We have the most. PSA's & newsclips too. Call regional offices. Or general offices: 2323 New Hyde Park Rd, New Hyde Park, NY 11040. (516) 437-6300.

Wanted

Resumes and video cassettes from experienced anchors, sports reporters, weathercasters, street and feature reporters, news directors, assignment editors, producers and photographers.

We are a leading company in the broadcasting industry. We do not hire or place talent, but we are often asked by leading television stations to recommend experienced news people. If you qualify, you will be on file and available to TV station management seeking news talent.

Material will be returned on request. Send your resume and/or video cassette to P.O. Box 3474, Grand Central Station, New York 10017.

Audience Research

Professional Research Services

SURVEYS from \$339.00 · Write or call for brochure

- Increase sales revenue
- Achieve greater respect at the agency level
- Increase station prestige among employees

6806 S. Terrace Rd. Tempe, Az. 85283 (602) 839-4003

Radio Programming



FIBBER MCGEE & MOLLY
The Original
Network Radio Series
IS BACK ON THE AIR!
Now available for local purchase:
CHARLES MICHELSON, Inc.
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 · (213) 278-4546



LUM and ABNER
5 - 15 MINUTE
PROGRAMS WEEKLY
Program Distributors
11 VISTA DRIVE
LITTLE ROCK, ARK. 72210
Phone (501) 378-0135

Wanted To Buy Stations

PUBLIC COMPANY

interested in acquisitions
and/or mergers.
T.V.—Radio.
Profitability not a factor.
Reply Box E-69.

Broker needs stations for his clients now! Need following: 1). AM/FM ("B" or "C"), not Deep South, Midwest, 8,000 up population. \$175k down max; 2). FM ("B" or "C"), Midwest, 50,000 population up, \$1 million max; 3). FM, Midwest, (Class "A" pref), 20,000 to 50,000 city pop, \$300k max, 29% down; 4). FM or FM/AM (Pref. "C" FM), anywhere, \$1.5 million max, 100,000 to 250,000 area pop. Profitable. Box A-134.

TV ACQUISITION

Privately held company interested in TV acquisition. Must have positive cash flow. Cash or terms. Replies treated in strictest confidence. Box A-87.

For Sale Stations

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers
Los Angeles Contact: Washington
William L. Walker
Suite 417, 1730 Rhode Island Avenue, N.W.
Washington, D.C. 20036
202-223-1553

CALIFORNIA—AM

Daytime—Very low frequency. Excellent coverage. High Sierra location—Skiing, fishing etc. . . . Currently absentee owned. Turn around situation. \$95,000—Terms to qualified buyer. Phone (805) 526-1558.

For Sale Stations Continued

S	Small	AM/FM	\$225	Terms
W	Small	AM/FM	\$275k	\$79k
W	Med	FM	\$235k	\$68k
MW	Med	Power	\$380k	\$111k
S	Met	Fulltime	\$1,450k	\$29%

Atlanta, Boston, Chicago,
Dallas, Los Angeles

CHAPMAN ASSOCIATES
a national service

1835 Savoy Dr., N.E., Atlanta, Ga., 30341

ONLY FULL TIMER

2 station market in Southwest.
Booming oil economy.
Price \$280,000.

Norman Fischer & Co.
Box 5308,
Austin, Texas 78763
(512) 452-6489

MID-ATLANTIC FM

Stereo Station near Major Market. Well equipped including real estate. \$44,000 down payment plus 180 monthly principal payments of \$1700. Lower price for cash or shorter payout. Box A-110.

- Powerful fulltimer, good metro area of GA, real estate, billed about \$300,000. \$590,000.
- Class A FM, GA city, 50% for \$175,000.
- AM/FM within 50 miles of NYC. Powerful FM. Majority share \$710,000. Terms.
- UHF TV with 20 cable systems in South. \$1,150,000.
- Powerful Fulltimer in Central Arizona. \$900,000. Terms.
- Daytimer, Sou. Calif. Exclusive programming. Billing \$200,000. Positive cash flow of \$85,000. County pop 350,000. \$520,000. Liberal terms.
- Powerful ethnic daytimer with good billing. Central Georgia metro area. \$810,000. Assume corporate note.
- AM/FM near major Northeastern metro market. Cash billing about \$800,000. Pop 2 1/2 million. Real Estate. Excellent buy for \$2,000,000. Terms.
- Fulltimer. Near coast of Maine. FM on file. Billing \$80,000. Real estate. \$180,000.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Powerful stereo. Near Canada. Solid investment. \$400,000. Assume note.
- Oregon fulltimer. Profitable. \$180,000. Terms.
- Class "C" Stereo. Central Texas. 30,000 pop trade area. Good billing. \$280,000.
- Fulltimer, S.E. Tenn. metro area. Billed \$300,000 in 1978. Sacrifice for \$550,000. Great terms.
- Daytimer. Southern Georgia. \$265,000.
- Powerful fulltimer in New Mexico. \$725,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

BUSINESS BROKER ASSOCIATES
615-894-7511m 24 HOURS

H.B. La Rue, Media Broker

RADIO · TV · CATV · APPRAISALS

WEST COAST: 1204 RUSS BUILDING · SAN FRANCISCO, CALIFORNIA 94104
415/773-4474

EAST COAST: 310 EAST 82ND ST., NO. 8D, NEW YORK 10025
212/288-0737

MEDIA BROKERS APPRAISERS

RICHARD A.
SHAHEN INC.
435 NORTH MICHIGAN · CHICAGO 60611
312-467-0040



BROADCASTING'S CLASSIFIED RATES

Payable in advance. Check or money order only. (Billing charge to stations and firms: \$1.00).

When placing an ad, indicate the EXACT category desired: Television or Radio, Help Wanted or Situations Wanted, Management, Sales, etc. If this information is omitted, we will determine the appropriate category according to the copy. No make goods will be run if all information is not included.

The publisher is not responsible for errors in printing due to illegible copy. All copy must be clearly typed or printed.

Deadline is Monday for the following Monday's issue. Copy must be submitted in writing. (No telephone copy accepted.)

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St., N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

Rates: Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

Rates: Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

Stock Index

Stock symbol	Exch.	Closing		Net change in week	% change in week	1977-78		PIE ratio	Approx. shares out (000)	Total market capitalization (000)
		Wed. Jan. 11	Wed. Jan. 4			High	Low			
Broadcasting										
ABC	N	37 3/4	40	- 2 1/4	- 5.62	46 3/4	36 3/4	7	18,152	685,238
CAPITAL CITIES	CCB	56 3/4	59 3/8	- 2 5/8	- 4.42	60 1/2	44 3/4	11	7,481	424,546
CBS	N	47 5/8	49 3/8	- 1 3/4	- 3.54	62	47 1/8	7	28,100	1,338,262
COX	N	34 3/8	35	- 5/8	- 1.78	35 1/4	25 1/2	9	6,360	218,625
GROSS TELECASTING KINGSTIP COMMUN.	GGG	14 3/4	14 3/8	+ 3/8	+ 2.60	15 1/2	13 5/8	7	800	11,800
LIN	O	7	7			7	3 7/8	13	462	3,234
MOONEY	O	2 5/8	2 5/8			2 5/8	1 7/8	33	425	1,115
RAHALL	O	19 1/4	19 1/2	- 1/4	- 1.28	19 1/2	8 5/8	21	1,231	24,659
SCRIPPS-HOWARD	O	33 1/2	33 1/2			37	31 1/2	8	2,587	86,731
STARR#	M					7			1,487	
STORER	N	19 3/4	20 5/8	- 7/8	- 4.24	26 7/8	19 3/8	7	4,876	96,301
TAFT	N	29 3/4	30 7/8	- 1 1/8	- 3.64	33 7/8	24 5/8	7	4,071	121,112
TOTAL									78,829	3,070,983

Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	6 1/4	6 1/8	+ 1/8	+ 2.04	6 1/4	3 3/4	8	1,229	7,681
JOHN BLAIR	EJ	N	16 7/8	19 3/8	- 2 1/2	- 12.90	19 3/4	11 1/8	5	2,432	41,040
CHRIS-CRAFT	CCN	N	8 5/8	7 1/2	+ 1 1/8	+ 15.00	9 3/8	4 1/2	17	5,810	50,111
COMBINED COMM.	CCA	N	29 1/2	32 3/4	- 3 1/4	- 9.92	33 1/4	19	9	6,799	200,570
COWLES	CWL	N	16 1/4	18	- 1 3/4	- 9.72	18	12 1/2	19	3,969	64,496
DUN & BRADSTREET	DNB	N	29	31	- 2	- 6.45	31	26 1/4	14	26,356	764,324
FAIRCHILD IND.	FEN	N	14 1/4	16 1/8	- 1 7/8	- 11.62	16 1/2	9 1/2	9	5,708	81,339
FUQUA	FOA	N	8 5/8	9	- 3/8	- 4.15	13	3	5	9,396	81,040
GANNETT CO.	GCI	N	35 1/4	38 1/8	- 2 7/8	- 7.54	40 3/4	32 3/4	14	22,430	790,657
GENERAL TIRE	GL	N	22 3/4	22 7/8	- 1/8	- .54	29 1/4	22 3/8	4	22,242	506,005
GLOBE BROADCASTING**	GLBTA	D	4 1/4	4 1/4			4 3/8	2 1/8		2,772	11,781
GRAY COMMUN.	O		11 3/4	12	- 1/4	- 2.08	12 3/4	3	5	475	5,581
HARTE-HANKS	HHN	N	32 7/8	35 7/8	- 3	- 8.36	36	25	12	4,477	147,151
JEFFERSON-PILOT	JP	N	28 1/4	29 1/2	- 1/4	- .87	32 3/8	26 5/8	9	23,400	661,050
MARVIN JOSEPHSON	MRVN	O	12 3/4	14 1/4	- 1 1/2	- 10.52	17 1/4	10 1/4	7	1,981	25,257
KANSAS STATE NET.	KSN	O	7	7 1/4	- 1/4	- 3.44	8 1/2	4 3/4	7	1,727	12,089
LEE ENTERPRISES	LMT	A	23 3/4	25 5/8	- 1 7/8	- 7.31	28 1/8	22 1/4	11	5,010	118,987
LIBERTY	LC	N	21 1/4	23 1/8	- 1 7/8	- 8.10	24 3/4	19	6	6,762	143,692
MCGRAW-HILL	MHP	N	17 3/4	19	- 1 1/4	- 6.57	19 5/8	15 5/8	9	24,675	437,981
MEDIA GENERAL	MFG	A	14 3/4	14 7/8	- 1/8	- .84	20	13 5/8	7	7,277	107,335
MEREDITH	MOP	N	25 3/4	28 5/8	- 2 7/8	- 10.04	28 7/8	17 3/8	6	3,074	79,155
METROMEDIA	MET	N	32 1/4	34	- 1 3/4	- 5.14	34 5/8	25 1/4	7	6,707	216,300
MULTIMEDIA	MMED	O	24 1/4	27 1/2	- 3 1/4	- 11.31	27 1/2	21 1/2	9	4,394	106,554
NEW YORK TIMES CO.	NYKA	A	16 7/8	18 1/2	- 1 5/8	- 8.78	19 1/2	15 3/4	7	11,422	192,746
OUTLET CO.	OTU	N	18 5/8	19 5/8	- 1	- 5.09	24 1/4	16 5/8	8	2,290	42,651
POST CORP.	POST	O	23	24	- 1	- 4.16	24	16 1/4	7	867	19,994
REEVES TELECOM	RRT	A	2 5/8	2 5/8			3	1 3/4	44	2,331	6,250
ROLLINS	RCL	N	18 3/8	19 1/2	- 1 1/8	- 5.76	24 1/4	17 1/8	10	33,000	606,375
RUST CRAFT	RUS	A	23 1/2	23 3/4	- 1/4	- 1.05	24	8 1/2	15	2,297	53,979
SAN JUAN RACING	SJR	N	8 3/4	9 1/4	- 1/2	- 5.40	11 3/4	7 5/8	11	2,509	21,953
SCHERING-PILOUGH	SGP	N	28 1/8	29 3/4	- 1 5/8	- 5.46	44 3/4	28 1/8	9	54,084	1,521,112
SONDERLING	SDB	A	10	10 3/8	- 3/8	- 3.61	12 7/8	8 3/8	4	1,103	11,030
TECH OPERATIONS**	TO	A	3 1/8	3 1/4	- 1/8	- 3.84	4 3/4	2 3/8		1,344	4,200
TIMES MIRROR CO.	TYC	N	23 3/8	25	- 1 5/8	- 6.50	25 3/8	20 3/4	9	33,911	792,669
WASHINGTON POST CO.	WPO	A	31 3/4	35 1/8	- 3 3/8	- 9.60	35 1/8	21 3/4	9	8,545	271,303
WOMETCO	WOM	N	13	13 1/2	- 1/2	- 3.70	14 3/4	10 7/8	9	9,404	122,252
TOTAL									362,259	8,326,667	

Cablecasting

ACTON CORP.	ATN	A	6 1/4	6 5/8	- 3/8	- 5.66	7 3/8	3 1/6	7	2,710	16,937
AMECO** +	ACO	O					1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	39 1/4	41 1/2	- 2 1/4	- 5.42	41 3/4	19 3/4	21	3,856	151,348
ATHENA COMM.** +	O		7/8	7/8			7/8	1/8		1,859	
BURNUP & SIMS	BSIM	O	3 7/8	4	- 1/8	- 3.12	4 3/4	3 1/8	19	8,370	32,433
CABLE INFO. O	O		5/8	5/8			7/8	1/2	3	663	414
COMCAST	O		5 1/4	5 1/4			5 1/2	3 3/4	10	1,651	8,667
COMMUN. PROPERTIES	COMU	O	8 3/4	9 1/8	- 3/8	- 4.10	9 1/4	5 5/8	21	4,816	42,140
ENTRON O	ENT	O	2 1/4	2 1/4			2 1/4	7/8	2	979	2,202
GENERAL INSTRUMENT	GRL	N	19 3/4	20 7/8	- 1 1/8	- 5.38	23	17 5/8	8	7,508	148,283
GENEVE CORP.** +	GENV	G	11 1/2	11 5/8	- 1/8	- 1.07	12 1/2	7 1/2		1,121	12,891
TELE-COMMUNICATIONS	TCOM	O	10 3/8	9 3/4	+ 5/8	+ 5.41	10 7/8	2 7/8	65	5,281	54,790
TELEPROMPTER	TP	N	8 1/2	9 1/8	- 5/8	- 6.84	9 3/8	6 3/4	25	16,793	142,740
TEXSCAN	TEXS	O	1 1/2	1 3/4	- 1/4	- 14.28	2	1 1/4	9	786	1,179
TIME INC. +	TL	N	35 5/8	38	- 2 3/8	- 6.25	39 1/4	31 3/4	9	20,349	724,933
TOCOM	TOCM	J	3 3/4	3 3/4			4 5/8	2 1/4	8	894	3,352
UA-COLUMBIA CABLE	UACC	O	22	24 1/2	- 2 1/2	- 10.20	26	15 1/2	15	1,679	36,938
UNITED CABLE TV	UCTV	O	9 7/8	9 1/4	- 3/8	- 4.05	9 1/4	3 7/8	31	1,880	16,685
VIACCM	VIA	N	17 1/4	18 1/2	- 1 1/4	- 6.75	20	9 1/2	13	3,750	64,687
TOTAL									86,411	1,462,478	

Stock symbol	Exch.	Closing Wed. Jan. 11	Closing Wed. Jan. 4	Net change in week	% change in week	1977-78 High	Low	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
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Programming

COLUMBIA PICTURES	CPS	N	15 1/2	16 7/8	- 1 3/8	-	8.14	20 1/2	7 3/8	9	6,748	104,594
DISNEY	DIS	N	36 1/2	39	- 2 1/2	-	6.41	47 5/8	32 1/2	15	31,894	1,164,131
FILMWAYS	FWY	A	8 1/4	8 7/8	- 5/8	-	7.04	9 7/8	6 7/8	7	2,579	21,276
FOUR STAR □			1 1/8	1 1/8				1 1/4	3/4	11	666	749
GULF + WESTERN	GW	N	11 1/8	11 5/8	- 1/2	-	4.30	18 3/8	13 1/4	4	48,215	536,391
MCA	MCA	N	35	37 5/8	- 2 5/8	-	6.97	42 3/4	32	3	18,554	649,390
MGM	MGM	N	25 1/2	28	- 2 1/2	-	0.92	28	16	10	14,111	359,830
TELETRONICS SERVICE □		O	4 1/2	4 1/2				6 1/2	3 1/2	7	1,013	4,558
TRANSAMERICA	TA	N	13 1/2	15	- 1 1/2	-	10.00	16 1/2	13 1/2	6	66,928	903,528
20TH CENTURY-FOX	TF	N	20 7/8	21 5/8	- 3/4	-	3.46	25 7/8	10	4	7,684	163,403
WARNER	WCI	N	30 1/4	32 1/8	- 1 7/8	-	5.83	32 3/4	25 3/4	6	14,352	434,148
WRATHER	WCO	A	8 5/8	9 1/8	- 1/2	-	5.47	9 1/4	4 1/2	12	2,243	19,345
									TOTAL		214,987	4,358,343

Service

BBDO INC. □	BBDO	O	24 1/2	24 1/4	+ 1/4	+ 1.03	29 3/4	22 1/2	7	7	2,513	61,568
COMSAT	CQ	N	29 3/4	29 3/8	+ 3/8	+ 1.27	36 3/4	28 3/4	8	10,000	297,500	
DOYLE DANE BERNBACH	DDYL	O	19 1/4	19 3/4	- 1/2	- 2.53	22	16 3/4	6	1,876	36,113	
FOOTE CONE & BELDING	FCB	N	15 3/4	17 1/2	- 1 3/4	- 10.00	18	14 3/4	7	2,304	36,288	
GREY ADVERTISING	GREY	O	29	32	- 3	- 9.37	32	16 1/2	6	716	20,764	
INTERPUBLIC GROUP	IPG	N	25 3/4	28 3/8	- 1 5/8	- 5.72	39 1/4	22 1/2	3	2,387	63,852	
MCI COMMUNICATIONS	MCIC	O	3	3 3/8	- 3/8	- 11.11	3 3/8	7/8	30	20,137	60,411	
MOVIELAB	MOV	A	1 1/8	1 1/8			3	1	6	1,410	1,586	
MPO VIDEOTRONICS*	MPO	A	5	5			9	4	7	520	2,600	
A. C. NIELSEN	NIELB	O	21 1/2	21 7/8	- 3/8	- 1.71	22 1/2	18 7/8	12	10,832	232,888	
OGILVY & MATHER	OGIL	O	37 1/2	40	- 2 1/2	- 6.25	41 3/4	31	8	1,805	67,687	
J. WALTER THOMPSON	JWT	N	23 1/4	24 5/8	- 1 3/8	- 5.58	24 5/8	15 1/8	8	2,649	61,589	
									TOTAL		57,149	942,946

Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	4 1/2	4 3/4	- 1/4	- 5.26	6	2 3/8	6	1,672	7,524	
AMPEX	APX	N	10	10			11	7 3/8	11	10,924	109,240	
ARVIN INDUSTRIES	ARV	N	16 1/2	18	- 1 1/2	- 8.33	20 3/4	14 1/2	4	5,959	98,323	
CCA ELECTRONICS* □	CCA	O	5/8	5/8			5/8	1/8	3	897	560	
CETEC	CEC	A	3 1/4	3 1/2	- 1/4	- 7.14	3 1/2	1 3/4	12	1,654	5,375	
COHU	COH	A	3	3			3 1/2	2 1/8	9	1,779	5,337	
CONRAC	CAX	N	20 3/4	22 1/2	- 1 3/4	- 7.77	27 1/4	19 5/8	7	1,803	37,412	
EASTMAN KODAK	EASKD	N	49 1/2	50 1/2	- 1	- 1.98	86 3/4	49 1/2	13	161,369	7,987,765	
FARINON	FARN	O	3 1/4	9	- 3/4	- 8.33	12	8	8	4,628	38,181	
GENERAL ELECTRIC	GE	N	46 1/4	48 5/8	- 2 3/8	- 4.88	56 5/8	45	10	184,581	8,536,871	
HARRIS CORP.	HRS	N	39 3/4	44 1/8	- 4 3/8	- 9.91	45 3/4	29	11	12,164	483,519	
HARVEL INDUSTRIES* □	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040	
INTL. VIDEO CORP.** □	IVCP	O	5/8	5/8			2 3/8	1/4		2,731	1,688	
MICROWAVE ASSOC. INC	MAI	N	25 1/4	27 1/2	- 2 1/4	- 8.18	27 3/4	20 1/4	11	1,320	33,330	
3M	MMM	N	46 1/4	47	- 3/4	- 1.59	57	46 1/4	14	115,265	5,331,006	
MOTOROLA	MOT	N	35 5/8	36 1/4	- 5/8	- 1.72	56 7/8	34 1/4	11	28,544	1,016,880	
N. AMERICAN PHILIPS	NPH	N	26 5/8	27 1/4	- 5/8	- 2.29	36	26 5/8	6	12,033	320,378	
OAK INDUSTRIES	OAK	N	17 1/8	16 1/4	- 1 1/8	- 6.16	19	9 5/8	15	1,697	29,061	
RCA	ACA	N	22 3/4	25 1/2	- 2 3/4	- 10.78	31 3/4	22 3/4	7	74,812	1,701,973	
ROCKWELL INTL.	ROK	N	29	29 1/2	- 1/2	- 1.69	36 3/4	29 1/4	7	32,700	948,300	
RSC INDUSTRIES	RSC	A	1 7/8	2 1/4	- 3/8	- 16.66	2 3/8	1 5/8	3	2,690	5,043	
SCIENTIFIC-ATLANTA	SFA	A	21	22 3/4	- 1 3/4	- 7.69	23 1/2	16 3/4	12	1,646	34,566	
SO'Y CORP.	SNE	N	7 1/4	7 1/8	+ 1/2	+ 1.75	10 3/8	7	13	172,500	1,250,625	
TEKTRONIX	TEK	N	34	37 1/8	- 3 1/8	- 8.41	69 1/2	28 1/4	13	17,804	605,336	
TELEMATION	TMT	O	7/8	1	- 1/8	- 12.50	1	1/2	1	1,050	918	
VARIAN ASSOCIATES	VAR	N	17 3/4	19	- 1 1/4	- 6.57	21	14 3/4	11	6,838	121,374	
WESTINGHOUSE	WX	N	17 1/4	20 3/8	- 3 1/8	- 15.33	22	15 1/4	6	87,434	1,508,236	
ZENITH	ZE	N	13 1/4	13 3/4	- 1/2	- 3.63	28	13 1/4	17	18,818	249,338	
									TOTAL		965,762	30,470,199
									GRAND TOTAL		1,765,397	48,631,516

Standard & Poor's Industrial Average 108.7 102.6 +6.1

A-American Stock Exchange
 M-Midwest Stock Exchange
 N-New York Stock Exchange
 O-over the counter (bid price shown)
 P-Pacific Stock Exchange
 *Trading suspended at company request.

Over-the-counter bid prices supplied by
 Hornblower & Weeks, Hemphill-Noyes Inc.,
 Washington.
 Yearly high-lows are drawn from trading days
 reported by Broadcasting. Actual figures
 may vary slightly.

*Stock did not trade on Wednesday. Closing
 price shown is last traded price.
 **No P/E ratio is computed, company
 registered net loss.
 ***Stock split.
 +Traded at less than 12.5 cents.

P/E ratios are based on earnings per share
 figures for the last 12 months as published
 by Standard & Poor's Corp. or as obtained
 through Broadcasting's own research. Earnings
 figures are exclusive of extraordinary
 gains or losses. □ Closing Jan. 10.

Sy Cowles: selling those shows on ABC-TV

TV-show promotion: The world's leading advertising medium has become its own best billboard, and, in the new age of the living schedule, its best road map as well. As both a creator and an administrator, Sy Cowles has participated in the maturing of TV promotion.

When he started in the business, a department of one or two people would put together a single generic spot for each series, running it whenever there was unsold time to be filled. Today, promos are scheduled almost as carefully as the shows themselves, with a small army working to produce three or four spots for every episode that airs.

So few would doubt it when Mr. Cowles says that "Fred Silverman absolutely believes that a good part of our success has been our promotion." In fact, some might go even further to ask if, without the benefit of modern day promotion techniques, the living schedule could survive at all.

Mr. Cowles is one of those who always felt drawn to advertising. He started in the advertising and publicity mailroom at Warner Bros. in 1952, earning \$34.63 a week; two years later he was head of the department.

But it was the time when television would begin making its assault on both the movies and radio, and Mr. Cowles was personally buffeted from both sides. First, his job at Warner Bros. was to move with the rest of the company to Hollywood. Mr. Cowles, a native New Yorker, declined to go along. Instead, he went to ABC, where he was hired to help promote one of radio's early answers to the tube—a series of live variety shows, five per day, featuring five different hosts, a full orchestra and an assortment of guest stars. The project fizzled before Mr. Cowles could get a publicity stunt off the ground, and he decided he'd better switch to television.

He tried packaging his own program—an audience participation quiz show that, he says, was "so terrible I don't even want to discuss it." Next he went to WCKT(TV) Miami, where his staff consisted of a secretary who kept track of when an empty 60-seconds might open up for a house ad. Moving to Metromedia's WTTG(TV) Washington brought Mr. Cowles both a sizable increase in staff—two people instead of one—and the demand to produce more original product, since, as an independent station, WTTG didn't have a network's bundles of publicity to work with.

"Material was very hard to come by," Mr. Cowles said, "and it took a great deal more imagination to do the simplest kind of advertising. You really had to make



Symon Bellock Cowles—vice president, creative services, ABC-TV; b. Aug. 30, 1926, New York; BS, English, MS, education, City College of New York, 1952; advertising mail room, copywriting, press book editor, Warner Bros., 1952-56; director of publicity, ABC Radio, 1956; independent program packager, 1956-58; director of publicity and advertising, WCKT(TV) Miami, 1958-59; director of advertising and public relations, Metromedia's WTTG(TV) Washington, 1960; same position, Metromedia's WNEW-TV New York, 1961; director of advertising/promotion, Metromedia television stations, 1962; director of advertising, promotion and publicity, ABC owned television stations, 1962-68; director of promotion, 1968-70; vice president, 1970; current post, 1974. m. Christine Palihnich, 1958; children—Stephen, 18, and Lisa, 17.

things, and I taught myself to do a lot of the artwork." That experience would lead to the development of a second passion and career for Mr. Cowles besides advertising—painting, of which more later.

By the time Mr. Cowles advanced to Metromedia's WNEW-TV New York, he acquired for the first time a writing and producing team to work with. The attitude that "if you do it in print, it's real, if you do it on television, it's too fleeting," was beginning to fade. The reason for that was simple, Mr. Cowles said: "We could see a growth in our audience."

ABC must have seen it too. By then head of publicity for all Metromedia's stations, Mr. Cowles was hired away by the network in 1962 to do the same job for its O&O's. As part of his work there, he wrote a promotion manual for station management called "Out of Thin Air"—telling how to pull audiences from that location. After four years in that capacity, Mr. Cowles was promoted to head of sales promotion for the television network, and then to head of the entire creative services

department.

At the time, Mr. Cowles said, ABC was producing about 300 TV spots a year, virtually all of them on film. But Mr. Cowles's director of on-air promotion, Harry Marks, started transferring the network's film programs to tape to make cheaper and less expensive promo ads for them. Mr. Cowles said he lobbied with the network to get Mr. Marks the equipment and support he needed, and the modern day of TV promotion was under way at ABC.

The network now produces some 2,000 spots a year, some of which are actually put together just a day before they're aired. Promos are not only made for every episode of a series, but they are designed to highlight the specific elements of the show that appeal to the audience of the program in which the promo will air. The Fonz, for example, might be shown in a prime time spot joking with his friends; in daytime he'll be seen in a poignant moment with a girl friend.

Mr. Marks and an associate, Harry Sullivan, have formed their own company, S&M Productions, which now handles most of ABC's on-air work. Mr. Cowles oversees and coordinates not only that work, but also the work of the sales developments and presentation departments, the art and graphic design departments and the conference planning departments. He has 75 people working under him in those areas, plus the services of three advertising agencies which create promotions specifically for news, movies and print ads.

"My job as I see it is to see that a creative, productive environment exists for these people, who are real pros," Mr. Cowles said. "I make sure that they have the people they need to help them and the budgets they need to work with." In the promotion area alone, Mr. Cowles said, the budget has increased by probably five times what it was when he took the job.

Mr. Cowles fits the image of the coordinator. He has a quiet manner—"I'm not an outgoing, gregarious guy," he concedes—and he'll take pains to name people who he feels deserve credit. He said he spends most of his off hours at home with his family in suburban New Jersey. His painting, begun back at WTTG, has evolved into an Andrew Wyeth-Edward Hopper period given to serene New England landscapes in muted but detailed browns and greens.

Mr. Cowles has been told that painting is what he does in the "real world." In fact, a number of his paintings hang in Mr. Cowles's other world, ABC corporate headquarters in New York. At least he doesn't have to paste up his own newspaper ads any more.

Whose health and welfare?

Conspicuously missing from the rhetoric accompanying the announcement last week of an antismoking campaign by the Department of Health, Education and Welfare was a reference to the rhetoric that preceded the act of Congress that outlawed cigarette advertising on the air as of January 1971. Whatever happened to those promises that the end of cigarette commercials would end the proselytizing of young smokers? The promises, it turns out, went up in smoke.

There is no disposition here to advocate a return of cigarette advertising to the air, although the injustice of that discriminatory legislation is only amplified by the utter failure of the law to achieve its social aims. We can't help noting, however, that the newspapers and magazines that were most vocal in promoting the broadcast ban are carrying all the cigarette advertising they can sell, and staying silent editorially on their own role in the increase of cigarette consumption.

Common interest

In electing last week to review the FCC's standards on indecency, the U.S. Supreme Court has created an embarrassment for the broadcasting establishment. The FCC's standards were adopted in a case involving the nonconformist, noncommercial WBAI(FM) New York and its playing of a George Carlin comedy record that no commercial broadcaster of our acquaintance would put on the air. But the standards were overturned in an appellate court decision that stands almost by itself as a ringing affirmation of all broadcasters' freedom from federal censorship.

The dilemma is obvious. Most broadcasters may not care what happens to WBAI and indeed may think it deserved sanctions for irresponsibility. They cannot, however, welcome a possibility that an appellate court's repudiation of censorship will be reversed by the Supreme Court. Such a turn of events could invite FCC intervention into every facet of broadcast programming and advertising.

So far the organized broadcasters have kept their heads turned while the FCC and WBAI went at each other. Even when WBAI appealed the FCC's action as a matter of principle applicable to all licensees, the station was left to go it alone. Yet the decision that emerged was a proclamation of editorial independence for every broadcaster.

"We should continue to trust the licensee to exercise judgment, responsibility and sensitivity to the community's needs, interests and tastes," the court's opinion read. "To whatever extent we err, or the commission errs in balancing its duties, it must be in favor of preserving the values of free expression and freedom from governmental interference in matters of taste."

Now that those words are challenged, the broadcasters must go to the support of WBAI, holding their noses perhaps but knowing they will lose if WBAI loses.

Both ways

In an editorial last Tuesday, the *New York Times* suggested that the House of Representatives modify its television plans to accommodate both its own full-text video system and, as news warrants, the cameras of television journalists. The *Times* has a point that we hope the House will not ignore.

As readers of BROADCASTING are aware, the House is divided between members who want a House-run television facility under their control and those who, for a variety of reasons, in-

cluding the escape from costs, favor operation by a broadcaster pool at broadcaster expense. There is undoubtedly a third element, although it has been silent lately, that wants no cameras to intrude in chambers where it is safe now to doze or maunder outside public scrutiny.

The Radio Television News Directors Association, supported by a number of professional groups, has been vigorously advocating the pool alternative, with the networks supplying the hardware and manpower to cover gavel-to-gavel proceedings in the House—an average of five hours per legislative day in 1977, as the *Times* pointed out. The rationale is that the expense would be justified—although only snippets of the pool's work would routinely get on the air—by its journalistic objectivity.

The *Times* sensibly wonders why the system must be either wholly owned and operated by the House or wholly owned and operated by broadcasters. If the House wants its own system to provide closed-circuit feeds of its proceedings from the chamber to offices on Capitol Hill and an audio-visual record for its archives, that is its prerogative. If it made the system accessible to broadcast journalists, the guess here is that on the average legislative day the system would prove more than adequate.

When matters of special interest were on the floor, why not admit broadcasters and their cameras, at least enough to feed a broadcast pool? With modern equipment there need be no disruption in the chamber.

Under the more flexible system, the House could have its record, and broadcast journalists could have their reports, to the inevitable benefit of the public.

Bigger world

In its 21 years of defending the 1952 television allocation plan, the Association of Maximum Service Telecasters has developed a reputation for dogged resistance to change. Whether deserved or not, the image is ripe for alteration. To a large extent the association has succeeded in its original mission and now must live with the fruits of its work—an enlarging universe of television stations in this country. The cause and effects are explored in a "Special Report" elsewhere in this issue.

It has been suggested that a change in outlook could start with a change in name—from the Association of (or really for) Maximum Service Telecasters to, say, the Association for Maximum Service Television. There is a difference.

If the aim of the association is, as stated, the full utilization of the television frequencies, maximum television is indeed the association's goal and belongs in its nomenclature.



Drawn for BROADCASTING by Jack Schmidt

"What happens if the boss finds out about it?"



best newscast (7th straight year)

best newswriting

best news analysis

best spot news coverage

KNX NEWSRADIO 10.70

Los Angeles

We can help pump up your ratings.

Like it or not, ratings are how a TV station's programming is evaluated. If your numbers are right, things are pretty bright. But most stations aren't that fortunate.

We can help put up some nice numbers on the scoreboard for your station with a big package of "just made available to TV" feature films which have been super successful at the box office, with some having recent national TV network exposure. Millions of dollars were poured into their promotion and advertising to build public awareness

and interest. These G-rated films are loaded with action and excitement the entire family can enjoy. That's why they're great for prime time, fringe time, any time. They'll draw viewers and do wonders for your ratings.

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