

ANNUAL DOUBLE ISSUE

The State of the Fifth Estate

# Broadcasting Jan 2

The newsworthy of broadcasting and allied arts

Our 47th Year 1978

NEWSPAPER



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## Sony Broadcast

Sony Corporation of America, 9 West 57 Street, New York, New York 10019  
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# The Week in Brief

**DROP-OFF IN THE DROP-OFF** □ Nielsen finds only a 1% decline in HUT levels in comparing December 1977 to December 1976. It could be a sign that the drop-off in TV viewing levels is leveling out. **PAGE 21.**

**WE'LL HELP** □ And the NAB sends a missive to Van Deerlin, saying that the association has been and is still willing to cooperate in the rewrite of the Communications Act. **PAGE 21.**

**CHURCH'S CHOICES FOR REWRITE** □ The United Church of Christ gives Van Deerlin's subcommittee a detailed plan for the Communications Act rewrite. Included is a proposal for permanent licenses for broadcasters, subject to spot checks and possibly revocation at any time for not meeting a set of specific license standards. **PAGE 22.**

**PLEASE, SANTA** □ NAB sends a Christmas gift list—the association's priorities involving the FCC—to Chairmen Charles Ferris. **PAGE 24.**

**GUN CONTROL** □ U.S. Conference of Mayors' study says weapon use in TV programming is rampant, yet unrealistic as to consequences. **PAGE 24.**

looking to Henry Geller, and most are expecting change. **PAGE 37.**

**CLOUDS IN THE BLUE SKY** □ Will cable ever wire the big cities? And if it can't, how much more can the industry grow? Some doubts emerge about the medium's long-term chances, while hopes remain high for the short term. **PAGE 41.**

**WHERE THINGS STAND** □ An expanded version of a BROADCASTING monthly feature, updating the major issues in electronics communications. **PAGE 46.**

**PUSHING PAY** □ Wometco launches a new marketing campaign for its over-the-air subscription TV outlet in Newark—**WTVG**. It also plans a new translator to increase coverage area in New York. **PAGE 53.**

**BAYER BACKS DOWN** □ Drug firm agrees to stop running ads that FDA says distorts the results of an FDA study. **PAGE 55.**

**NICE WORK IF YOU CAN GET IT** □ Johnny Carson and NBC sign a new contract which has the king of late-night TV working less and earning more. **PAGE 57.**

**BEGELMAN'S BACK** □ Former head of Columbia Pictures returns as president of the firm's motion picture and TV division after investigation shows he used "improper means" to take more than \$60,000 in company funds. **PAGE 57.**

**FIRST AMENDMENT AND THE COURT** □ A six-and-a-half year old court case involving a police search of a college newspaper has gone to the Supreme Court. **PAGE 57.**

**ONE LAST TRY** □ A joint statement by a coalition of 13 broadcast groups urges the House Rules Committee to allow broadcaster-controlled coverage of the House floor proceedings. **PAGE 58.**

**TIME FOR CABLE** □ Time Inc. announces a \$140 million deal to merge Denver-based cable MSO American Television & Communications into a subsidiary. **PAGE 59.**

**JACOBY'S LADDER** □ The chairman of Ted Bates got there the classic way—hard work—and he shows no signs of abandoning that practice. **PAGE 81.**

## Special Report

### THE STATE OF THE FIFTH ESTATE

**THE YEAR THAT WAS** □ Twelve months that made for one of broadcasting's more memorable years: From the largest audience ever for ABC-TV's *Roots* to the news that television viewing levels are declining, and all the events in between. **PAGE 28.**

**DRAMATIS PERSONAE** □ The executives who moved in, out, up and down and presided over a new order in network television. **PAGE 31.**

**EXCELSIOR** □ TV and radio profits in 1978 are expected to climb at about the same rate as they did in 1977. Television, the forecasters say, will move ahead at 14%, radio at 10%. But there are those who can't forget the 1976 bonanza. **PAGE 34.**

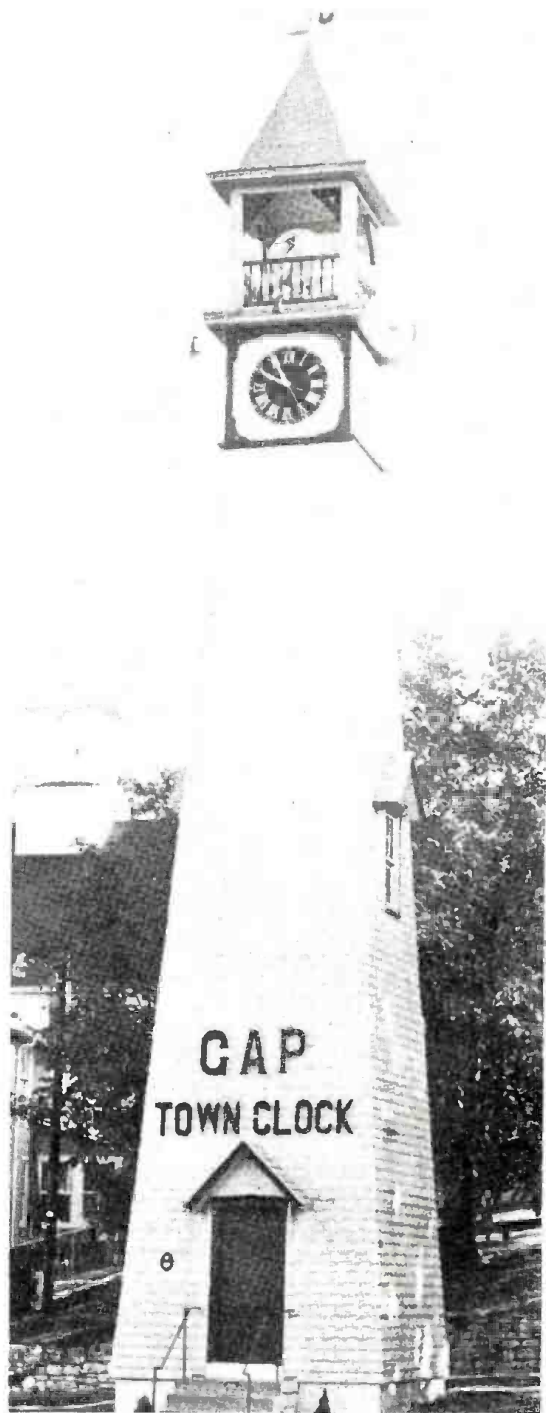
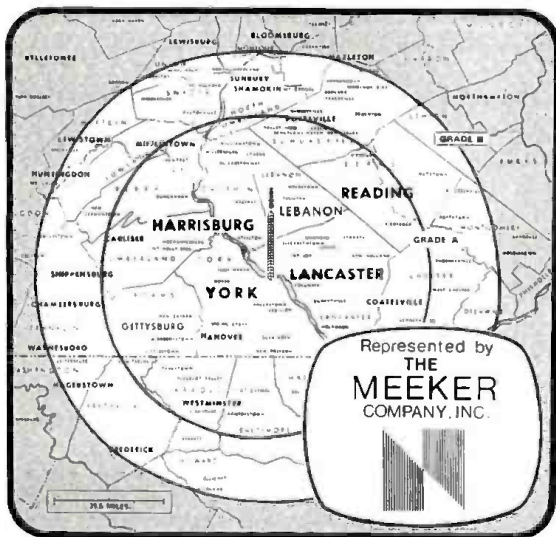
**AT THE THRESHOLD** □ All the players are in place—or nearly so—and the Carter administration's communications policy should emerge soon. Everyone's

Index to departments	Changing Hands..... 54	For the Record..... 64	Profile..... 81
Broadcast Advertising... 55	Closed Circuit..... 7	Media..... 52	Programming..... 58
Broadcast Journalism... 57	Datebook..... 14	Monday Memo..... 12	Special Report..... 28
Business Briefly..... 8	Editorials..... 82	Open Mike..... 19	Stock Index..... 79
Cablecasting..... 59	Fates & Fortunes..... 61	Playlist..... 60	Top of the Week..... 21

# There's no gap in the WGAL-TV coverage in GAP

In fact, the WGAL-TV impact on viewers in this thriving Lancaster County community is typical of the strong coverage it consistently delivers in hundreds of other Pennsylvania towns and cities in this prosperous 9-county DMA. In your media buying, contrast WGAL-TV depth and reach with the partial coverage provided by other stations in the market. WGAL-TV is your obvious choice for outstanding superiority in area-wide coverage and sales results.

*Source: Nielsen 1977 County Coverage Report*



## WGAL-TV 8

STEINMAN TV STATION

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

# Closed Circuit<sup>®</sup>

Insider report: behind the scene, before the fact

## Billion-dollar club

Unheralded if not unnoticed, all three commercial TV networks passed billion-dollar mark in 1977 estimated billings well before year ended. In 1976 only CBS-TV made it that high in estimates kept by Broadcast Advertisers Reports (and CBS's annual report subsequently showed CBS-TV didn't really make it either). In 1977, however, ABC-TV penetrated BAR's billion-dollar level during week ended Nov. 6, CBS-TV did it following week and NBC-TV made it week after that.

In latest available BAR figures for 1977, through week ended Dec. 18, three-network total stands at \$3.5 billion, divided this way: ABC \$1,200,480,100 (34.3%), CBS \$1,165,742,800 (33.3%), NBC \$1,137,226,100 (32.5%).

## Blacker ink at NAB

Heading National Association of Broadcasters executive committee command, association staff has pared expenses and increased estimated income (mainly from 1978 annual convention) to produce surplus of \$137,000 in proposed \$5.5 million budget for 1978. Originally estimated surplus was \$1,000. Extra money, if it materializes, could join \$1.4 million association already has in surplus.

Executive committee, which meets in Washington Wednesday, has also completed review of two top NAB staffers, President Vincent Wasilewski and executive vice president and general manager, John Summers, giving commendations to both for good year in 1977. Mr. Wasilewski will receive \$5,000 raise to be taken either as salary or deferred income. (He now receives \$100,000 annually, with \$15,000 annual deferred income and \$5,000 insurance premium.) Mr. Summers will also receive raise of approximately \$5,000, bringing his annual salary to \$75,000.

## All eyes on NBC

In face of continued speculation that his is most vulnerable chief executive post in broadcasting, sources close to NBC President Herbert S. Schlosser insist (1) that RCA President Edgar H. Griffiths has set no deadline for TV network turnaround and (2) that Mr. Schlosser will ride out storm. Reports were current at yearend that ad hoc unit of RCA board was monitoring NBC fortunes, had set April 1978 as appropriate time to review bidding. Bottom-line-oriented Griffiths has made it clear he won't accept second-standing, much less third.

There are two key NBC staff executives

in position to keep board apprised: James M. Alic, 35, executive VP for finance, research and corporate planning, and David J. Gardham, 48, executive VP for personnel and labor relations. Both had tours at parent company before being posted to NBC last March.

## New Year's resolution

Breaking bottlenecks is self-imposed mission of FCC's youngest (35) and last-named commissioner, Tyrone Brown. Equipped with impeccable credentials (Cornell Law Review managing editor; clerk to late Chief Justice Earl Warren; vice president, legal affairs, Post-Newsweek Stations, plus private law practice with two prestigious Washington law firms), Mr. Brown believes in maxim that justice delayed could be justice denied.

Mr. Brown, FCC's second black member, readily acknowledges strides made by former FCC Chairman Richard E. Wiley in eradicating backlogs. But he wants to ascertain whether delays in processing of applications in most areas of FCC's jurisdiction—common carrier as well as more glamorous broadcast—can be ascribed to archaic procedures, procrastination or overregulation. He proposes to study FCC procedures with goal of expediting action as basic in serving public interest.

## Hard time for Time Inc.

Department of Justice's antitrust division is checking into number of related items involving pay cable programming for possible antitrust law violations. Division's Special Regulated Industries Section was already looking into complaints about suppliers of such programming when Jack Valenti, president of Motion Picture Association of America, and MPA's counsel, Louis Nizer, complained about Home Box Office's (Time Inc. subsidiary) allegedly monopolistic power (BROADCASTING, Dec. 5, 1977).

Nor is that all. Time's proposed merger of another subsidiary into American Television & Communications, one of country's largest operators of cable television systems, is providing antitrust division with additional material for scrutiny. Official said department would "routinely" examine merger of that size. But he also said proposal may raise questions involved in Paramount antitrust case, with substantial distributor of programming taking over major owner of outlets showing that programming. That decision, of course, split major Hollywood studios from ownership of movie theaters.

## Bears on the loose

ABC, CBS and Metromedia were among popular stocks for short-selling as end of 1977 approached. Sellers in such cases use "borrowed" shares in hope of buying same issue later at lower price, meaning they expect price to go down. Network sources say it's always matter of some concern but that it often happens toward end of year with stocks commanding strong prices, based in part on theory that there'll be enough yearend selling for tax purposes to cause prices to slip.

New York Stock Exchange report showed that between Nov. 15 and Dec. 15, 1977, so-called short-interest shares in total reached record high. Among individual companies, ABC's went from 51,330 to 123,120; CBS's from 78,119 to 109,057; Metromedia's from 54,900 to 66,848. Short interest in RCA stock, on other hand, declined from 250,910 shares to 144,833 in same period.

## Appointment from without

FCC—meaning, principally, Chairman Charles D. Ferris—is expected to seek new chief engineer, to succeed Raymond Spence, from outside agency's ranks. Logical successor to displaced chief, whose methods do not pass new chairman's muster, would have been deputy chief engineer, Harry Fine, who died of cancer Dec. 5, at 65, after FCC service of 37 years.

Mr. Spence had been candidate for appointment to FCC but presumably was never given serious consideration. But there has been consistent effort to have commissioner-candidate, with engineering credentials, on staff and in line for elevation to FCC itself with next Democratic vacancy.

## KOB to SCOTUS

Oldest case on FCC dockets, going back to 1941 AM band reallocation, may at long last find way to Supreme Court. It involves Hubbard Broadcasting Inc.'s KOB(AM)'s status on 770 khz as I-B clear channel outlet with 50 kw, to which Hubbard contends it's entitled. FCC, sustained by Court of Appeals, had modified assignment to Class II-A, with protection to be provided WABC(AM) New York, ABC Radio clear channel key station, by means of directional antenna. In 1957, KOB was purchased by Stanley E. Hubbard, owner of KSTP Inc., headquartered in Minneapolis-St. Paul, who has carried on litigation against both FCC and ABC. Hubbard now is seeking writ of certiorari and court has granted counsel until Jan. 6 to file petition.

## TV only

**Menley & James** □ Contac cold capsules will be subject of 15-week TV buy starting this week. SFM Media, New York, will handle spots in about 25 markets during fringe time. Target: adults, 18-34.

**Mr. Steak** □ Restaurant chain schedules 13-week TV push beginning early this month. Winfield Advertising, St. Louis, is buying spots there and in Kansas City, Mo., and Wichita, Kan., during day, fringe and prime time. Target: adults, 25 and over.

**Gillette** □ Appliance division highlights its Promax hair dryer in three-month TV promotion beginning this month. Grey-North, Chicago, is seeking spots in about 45 markets during fringe hours and daytime. Target: women, 18-49.

**Johnson & Johnson** □ Baby products division features its lotion in three-month TV flight beginning this month. Young & Rubicam, New York; will place spots

## Rep appointments

- WCHS-TV Charleston, W.Va.: HR Television, New York.
- KSFI(FM) Salt Lake City: Blair Radio, New York.
- KRLA(AM) Pasadena, Calif.: The Neil Group, Troy, Mich. (for Michigan, Ohio and Indiana).
- WICC(AM) Bridgeport, Conn.: Jack Masla & Co., New York.
- WTOO(AM) Bellefontaine and WDIF(FM) Marion, both Ohio: Regional Reps, Cleveland.
- WBRL(AM) Berlin, N.H.: The Queen Company, Boston.
- Alabama Information Network: Dora-Clayton Agency, Atlanta.

during daytime. Target: women, 18-49.

**Phillips Petroleum** □ Oil company plans three-month TV campaign starting this month. Tracy-Locke, Dallas, is buying spots in 53 markets during fringe and news time. Target: men, 18-49.

**American Home Products** □ Foods

division features its Crunch 'n Munch snack food in 11-week TV buy beginning this month. Cunningham & Walsh, New York, will schedule spots in five markets during daytime. Target: women, 18-49.

**National Pet Food Corp.** □ Division of National Can Corp. focuses on its Skippy Light dog food in 10-week TV push starting this month. Lee King & Partners, Chicago, is buying spots in seven West Coast markets during day, early and late fringe time. Target: women, 18-49.

**Wausau Homes** □ Home builder is spending approximately \$500,000 on 10-week TV promotion beginning in early February. Cramer-Krasselt, Milwaukee, is seeking spots in about 50 markets during day, prime and late fringe time. Target: adults, 25-54.

**Roto Rooter** □ Sewer service arranges eight-week TV flight starting late this month. Lessing-Flynn, Des Moines, Iowa, is buying spots in seven markets during day, prime, early and late fringe time. Target: adults, 25-54.

**ITT Continental Baking** □ Company focuses on its muffins in seven-week TV campaign starting in early February. Ted Bates, New York, is placing spots in 12 markets during day and fringe time. Target: women, 25-54.


**Red Cross Canning** □ Canned vegetables company features its Furmano's crushed tomatoes in two three-week TV flights starting in mid-February and early March. Rhaco Advertising, York, Pa., will place spots in about 20 markets during daytime. Target: total women.

**Beechnut** □ Baby food gets five-week TV campaign beginning in mid-January. Weightman Advertising, Philadelphia, is arranging spots in at least 20 markets during daytime. Target: women, 18-34.

**Stokely Van Camp** □ Size-wise vegetables get four-to-six-week TV flight beginning this week. Montgomery & Associates, Bala Cynwyd, Pa., is placing spots in 14 markets during day, fringe and prime time. Target: total women.

**MFA Insurance** □ Insurance company plans four-week TV drive beginning late this month. D'Arcy MacManus & Masius, St. Louis, is buying spots in 48 markets during fringe and prime time. Target: men, 25-54.


**American Home Shield** □ Home guaranty company schedules four-week TV buy starting this month. Ralph Kent Cooke, Los Angeles, is scheduling spots during day and fringe time. Target: women and men, 25-49.



**Family Affair**

Laughter.  
Love in abundance.  
And a lifestyle  
with sound social  
and moral values  
as its bedrock.

"Family Affair" is a series perfectly right  
for our time. And more...  
It's the kind of family every woman  
wants for her own.





# 21st Annual Awards For Excellence

the American Bar Association announces  
the 1978 Gavel Awards competition

Announcing the 1978 American Bar Association GAVEL AWARDS Competition for Outstanding Public Service by the News and Entertainment Media in "Increasing Public Understanding of the American System of Law and Justice."

Deadline for the 21st annual Gavel Awards program is February 1 for books; March 1, for newspaper, wire service, news syndicate, newspaper magazine supplements, radio, television, motion pictures and plays. Materials pub-

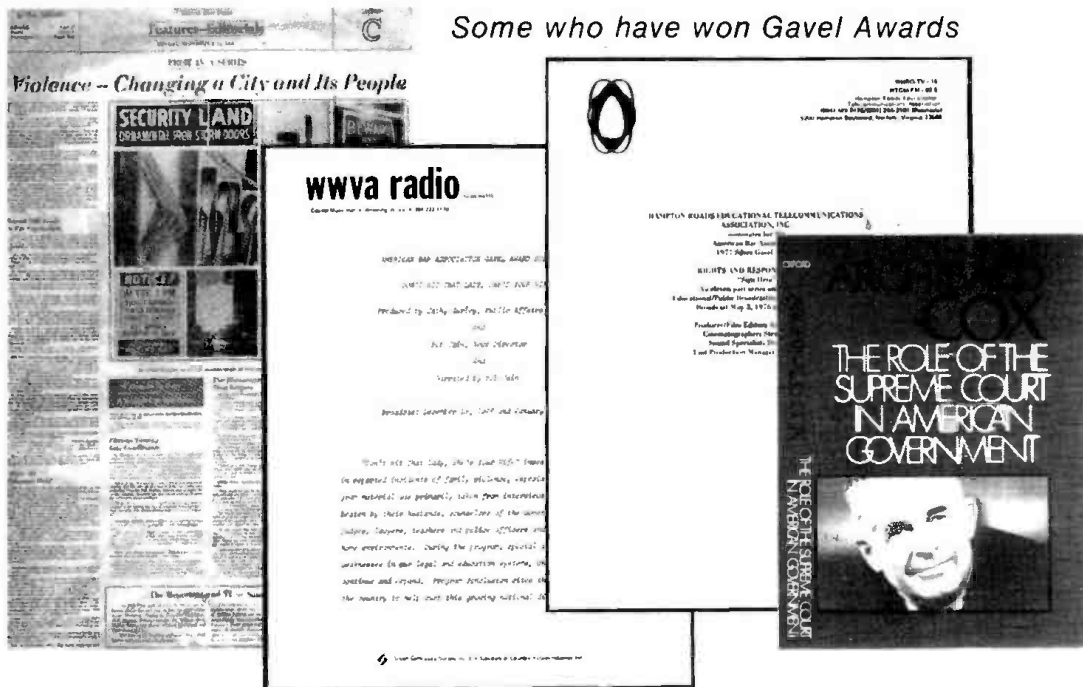
lished, broadcast, or produced during the period of January 1, 1977, to December 31, 1977, will be considered for the 1978 awards.

For complete information on rules and submission of entries and official forms, please write to:

Coordinator, Gavel Awards, American Bar Association, 77 South Wacker Drive, 6th Floor, Chicago, Illinois 60606.

Don't Delay—Do it today!

Some who have won Gavel Awards



## GAVEL AWARDS CLASSIFICATIONS

### NEWSPAPERS

I: 50,000 circulation or under. II: 50,000 to 200,000. III: 200,000 to 500,000. IV: 500,000 or over.

### NEWSPAPER MAGAZINE SUPPLEMENTS

I: 200,000 and under. II: 200,000 to 500,000. III: 500,000 and over.

### MAGAZINES

I: 200,000 circulation or under. II: 200,000 to 1,000,000. III: 1,000,000 and over.

### OTHER MEDIA

Wire Service • News Syndicates • Motion Pictures • Plays.

### BOOKS

## TELEVISION

I: Network produced programs, a) Documentary/Educational, b) Dramatic. II: Programs produced by network-owned stations/group produced programs. III: Programs produced by other stations in the top 10 markets. IV: Programs produced by stations in markets 11-50. V: Programs produced by stations in markets 51 and over. VI: Educational/Public Broadcasting, a) Nationality Produced, b) Locally Produced. VII: Cable (local origination).

## RADIO

I: Network produced programs. II: Programs produced by network-owned stations/group produced programs. III: Programs Produced by other stations in the top 10 metro areas. IV: Programs produced by stations in metro areas 11-50. V: Programs produced by stations in metro areas 51 and over. VI: Educational/Public Broadcasting.

**Continental Trailways** □ Subsidiary of Holiday Inns Inc. arranges four-week TV push for its bus transportation starting early this month. Ogilvy & Mather, Houston, is handling spots in New York and Washington during early fringe time. Target: adults, 18-64.

**Trojan Distributing Co.** □ Ice House wine cocktails will be promoted in four-week TV campaign beginning in early January, costing approximately \$110,000. David W. Evans, Los Angeles, is placing spots in about 75 markets during fringe and sports time. Target: adults, 18-34.

**Blue Star Creations** □ Diamonds get four-week TV push, costing \$125,000-\$175,000, starting this month. John Anthony, Cincinnati, is handling spots in 50-60 markets during all dayparts. Target: women, 18-49.

**Hormel** □ Grocery products division highlights its chili in four-week TV flight beginning in early February. BBDO, Minneapolis, is scheduling spots in 12 markets during day, early and late fringe time. Target: women, 18-49.

**Noxell** □ Lestoil cleaner gets three-week TV push beginning this month. Foote, Cone & Belding, New York, is buying spots in 48 markets during day and fringe time. Target: women, 18-49.

**General Motors** □ Pontiac division places three-week TV promotion beginning this month. D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., is handling spots in 31 markets during early fringe and early news time. Target: total men.

**Eastern Airlines** □ Airline plans three-week TV drive starting this month. Young & Rubicam, New York, is placing spots in seven markets during fringe and prime

time. Target: adults, 25-54.

**American Egg Board** □ Association places three-week TV campaign beginning in late March. Campbell-Mithun, Chicago, is placing spots in 20 markets during day and prime time. Target: women, 25-49.

**Mobil Chemical** □ Mocap pesticide will be featured in three-to-four-week TV drive beginning in late January. Richardson, Myers & Donofrio, Baltimore, is selecting spots in about 35 markets during early fringe, prime and news time. Target: men, 25-54.

**White Labs** □ X-14 mildew remover will be featured in two-week TV flight beginning this month. Universal Advertising, Orlando, Fla., will purchase spots in 10 markets during day and fringe time. Target: total women.

**American Express** □ Credit card company launches one-week TV flight highlighting ski resorts, to begin late this month. Ogilvy & Mather, New York, will place spots during fringe time in six markets—Chicago, Dallas, Boston, New York, Los Angeles and San Francisco. Target: men, 25-49.

### Radio only

**United Brands** □ Chiquita brands division arranges 19-week radio push starting this month. W.B. Doner, Southfield, Mich., is seeking spots in about 70 markets including Baltimore, Charlotte, N.C., Houston, Miami and San Francisco. Target: women, 35-49.

**Jack in the Box** □ Division of Foodmakers Inc. launches 13-week radio buy starting late this month. Wells, Rich,

Greene, New York, is placing spots in about 45-50 markets, including Dallas and Houston. Target: adults, 12-34.

**Blue Bell** □ Manufacturer features its Wrangler brand clothing in radio promotion beginning in mid-March. Liller Neal Battle & Lindsey, Atlanta, is placing spots in 22 Southeast markets, including Charlotte, N.C., Nashville and Memphis. Target: adults, 18-49.

**Time Inc.** □ *Time* magazine launches 12-week radio promotion starting this month. Young & Rubicam, New York, is buying spots in seven markets including Pittsburgh, San Francisco and Washington. Target: men, 25 and over.

**Toyota** □ Car manufacturer plans six-week radio campaign beginning this month. Dancer-Fitzgerald-Sample, New York, will select spots in about 34 markets including Atlanta, Baltimore, Houston and Miami. Target: men, 18-34.

**Pearle Visioncenters** □ Opticks division of Will Ross plans six-week radio campaign starting in mid-January. Chollick Associates, New York, is purchasing spots in 31 markets including Atlanta, Boston, Cleveland and Detroit. Target: women, 25-44.

**Jolly Rancher** □ Candy will get four-week radio push starting in early February. Biddle Co., Chicago, is placing spots in five markets including Detroit and Kansas City, Mo. Target: women, 25-49.

**Mr. Tax** □ Income tax preparation service schedules five-week radio promotion beginning late this month. Christenson, Barclay & Shaw, Kansas City, Mo., is buying spots in 19 markets. Target: adults, 18-54.

**Eastern Airlines** □ Airline schedules three-week radio promotion beginning in mid-February. Young & Rubicam, New York, is buying spots in 35 markets including Minneapolis, Nashville, Seattle and San Antonio, Tex. Target: men, 35-49.

**Greenview** □ Lawn products company will take two-to-four-week radio flight starting in March. Handley & Miller, Indianapolis, will pick spots in about 33 Midwest and Northeast markets including Boston, Chicago, Detroit and Pittsburgh. Target: men, 35-64.

**Nunn Bush Shoes** □ Brass Boot shoe store division states two-week radio campaign beginning this month, spending approximately \$20,000. Zechman & Associates, Chicago, will select spots in 11 markets including Atlanta, Dallas, Los Angeles and St. Louis. Target: adults, 18-34.

**Chrysler** □ Dodge division features its cars in two-week radio push beginning in mid-January. BBDO, Troy, Mich., is placing spots in 33 markets including Atlanta, Boston, San Francisco and St. Louis. Target: adults, 25-54.

## BAR reports television network sales as of Dec. 4

ABC \$1,145,842,000 (34.3%) □ CBS \$1,112,802,100 (33.3%) □ NBC \$1,079,853,600 (32.4%)

Day parts	Total minutes week ended Dec. 4	Total dollars week ended Dec. 4	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.	180	\$ 1,333,200	7,229	\$ 47,793,000	\$ 36,376,200	+31.4
Monday-Friday 10 a.m.-6 p.m.	1,028	18,901,900	48,324	735,001,400	596,123,000	+23.3
Saturday-Sunday Sign-on-6 p.m.	273	9,660,200	14,575	379,262,600	314,004,000	+20.8
Monday-Saturday 6 p.m.-7:30 p.m.	101	5,365,500	4,806	186,418,200	147,992,400	+26.0
Sunday 6 p.m.-7:30 p.m.	18	1,516,100	1,014	54,333,700	44,688,300	+21.6
Monday-Sunday 7:30 p.m.-11 p.m.	413	47,770,300	20,179	1,705,532,300	1,414,413,100	+20.6
Monday-Sunday 11 p.m.-Sign-off	217	5,205,500	10,096	230,156,500	204,535,000	+12.5
<b>Total</b>	<b>2,230</b>	<b>\$89,752,700</b>	<b>106,223</b>	<b>\$3,338,497,700</b>	<b>\$2,758,132,000</b>	<b>+21.0</b>

Source: Broadcast Advertisers Reports

Mobil Showcase  
presents

©1978 Mobil Corporation



# WHEN **HAVOC** STRUCK

Events that shocked the world, and what  
we learned from them. Host: Glenn Ford

12-week TV series. Wednesdays, beginning January 11  
See your local TV listings for time and channel

**Mobil**

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Bill Wade, director of corporate advertising, Alpha Beta Co., La Habra, Calif.

## Alpha Beta breaks with supermarket tradition and takes to television

In January 1976, Alpha Beta, a supermarket chain with some 290 stores in northern and southern California and Phoenix, did the unthinkable. We shifted 70% of our advertising weight from the traditional stronghold of supermarket advertising—the food section of newspapers—to that crazy electronic box in everybody's living room.

TV wasn't new for us—we were in it as early as 1970. But now we were talking about 70% of our budget, a tremendous increase.

Our colleagues were very skeptical. They wrote to us from all over America and even from Europe. They said it wouldn't work. They gave it a month, three months, whatever they thought the life of a fad was. Well, it's been two years now. And it's an unqualified, unmitigated, unparalleled success.

At Alpha Beta, we like to keep the figures pretty much to ourselves, but I can tell you we've grown substantially in volume per store, in total volume and in the number of stores we operate.

The media turnaround was, of course, just the tip of the iceberg. Our basic marketing objectives were (1) to improve our share of the market, (2) to strengthen our position as a price-competitive supermarket and (3) to make us stand out from the me-too pack in the veritable jungle that is West Coast supermarket advertising.

Given these as our objectives, our basic marketing strategy was to roll back prices on some 3,000 items while we concurrently discontinued the hot specials, coupons and loss-leader pricing that everyone else was engaged in.

Without the hot specials that make up the majority of a market's weekly price-and-item newspaper ads, we had to turn to a different medium to sell what we now had—a concept. Our customers would not find trading stamps, games, give-aways, coupons or hot specials at Alpha Beta, but they would save money with us because across-the-board lower prices would more than compensate for gimmicks.

To sell this concept in the most innovative, dramatic and effective way possible, we turned to television. Our agency developed an outstanding approach, using the medium in a most exciting way.

Secrecy was a crucial element of our strategy. It was imperative that we catch the competition off guard. Friends and enemies alike were kept in the dark. Just the bare minimum of people in our orga-



Bill Wade is a veteran of 28 years in the supermarket industry, all with the Alpha Beta Co. He has held a variety of positions, including meat department manager, store manager, administrative assistant for production budgets, meat merchandiser and his present post, director of corporate advertising. In this capacity, he is responsible for the company's corporate advertising and marketing programs, as well as the graphic arts and graphic production departments. In addition, he is responsible for coordination with Alpha Beta's advertising agency, Eisaman, Johns & Laws, Los Angeles.

nization and at the agency knew about the price roll-back decision and the commercials that would announce our new concept. Closed-door meetings, code names and numbers, locked file cabinets were the order of the day. For those of us who were in on it, it began to feel like invasion eve—with our impending price roll-back as vivid and tactically important as D-Day. The night before this momentous event, we closed all our stores early and had women from local community groups come in and literally mark down the prices on several thousands items. That night, too, we ran teaser spots on TV in all our markets.

With the dawn of Alpha Beta's D-Day, we hit the tube with a blitz heard 'round our marketing corner of the world. Over 50 spots were produced. We were on 26 stations in our trading areas, with a spot every hour for the first two days, and every other hour for the remainder of the week. In our commercials we used a newsroom format, with remotes from the field report-

ing the big late-breaking story.

Customers who looked for us on the food pages of the newspaper saw only one all-copy ad, explaining why we dropped weekly specials and, therefore, traditional newspaper ads.

The campaign brought dramatic, instant results. The immediacy and weight of our advertising engendered terrific excitement. Business boomed. Our employees were excited. Morale was fantastic. We were the hottest register tape in town. But would it last? No way, "they" said.

But "they" were wrong. Substituting consistently lower prices for yo-yo prices and gimmicks was just what the customer wanted—and responded to. Letters poured in, thanking us. Customers told their friends about us. The friends, in turn, told us they were telling their friends about us. And thus, a new TV campaign was born... one that was outstanding in believability and personal involvement. It starred our customers and a young man who was and still is our wonderful spokesman, Alan Hamel, who, through the magic of television provides strong Alpha Beta identification for us.

On the first anniversary of our price roll-back, Alpha Beta had a fantastic success story to tell: We had attracted an average of 387,000 new customers per week. We certainly weren't about to keep that a secret. Our agency developed a hard-hitting campaign based on "over 300,000 new customers"—which took the opportunity to ask the provocative question, "Isn't it time you found out that Alpha Beta is the last word in low prices?"

Alpha Beta's success image gathered terrific momentum. And speaking of a "success image" brings me to another aspect of how we use television: to communicate with our own people who are, of course, crucial to our success—and should be reminded of that fact. It builds their morale to be tuned in to what the company is doing—and to know why we're doing it. As another company puts it, "It takes everyone to be number one." To get the troops excited and involved on special occasions we and our agency have developed what we feel is a unique use of commercial television. We buy five minutes of early-morning TV time on local stations in all our marketing areas—and tell our employees via in-store communiques to watch at home.

I've been asked what Alpha Beta will be doing next—and the answer is, more of the same... predominantly television, with radio back-up, and newspaper, too, for selected promotions. We have more company on TV now. Our competitors have gotten the message and are trying to play catch-up.

# MONEY BOX



Our Series 4010 converter is the inexpensive way to get more channels and subscription TV capability.

The Series 4010 can convert up to seven mid-band channels to UHF using the subscriber's tuner for switching.

There are no moving parts to maintain. Your subscriber never has to touch the converter. And in most cases, neither will you.

One converter can handle all the TV sets in a

typical subscriber's house and it can be installed anywhere from the basement to the attic.

The moneybox can help you do a boxoffice business in more ways than one.

To find out how, contact your area salesman, or call toll-free (800) 351-6010 within the continental United States except Texas. From Alaska, Hawaii or Texas, dial (915) 544-7550. Ask for Ray Pawley.

**GTE SYLVANIA**

■ indicates new or revised listing

## This week

**Jan 2**—FCC's new deadline for comments in inquiry examining economic relationship between cable and broadcast television, including cable demand and penetration, audience diversion, audience-revenue relationship and service to public. (Docket 21284). FCC, Washington.

**Jan. 3**—FCC's new deadline for comments in inquiry relating to the commission's radio operator licensing program. Replies are now due Jan. 31, 1978 (Docket 20817). FCC, Washington.

**Jan. 5-8**—*Electronics Industries Association/Consumer Electronics Group* 1978 Winter Consumer Electronics Show. Las Vegas Convention Center/Hilton hotel, Las Vegas.

■ **Jan. 6**—FCC's new deadline for comments in its inquiry into AM stereo broadcasting. Replies are now due Feb. 6 (Docket 21312). FCC, Washington.

**Jan. 7**—Legal seminar covering such areas as libel, slander, gag orders and courtroom coverage, sponsored by the *National Association of Broadcasters, Radio Television News Directors Association, Reporters Committee for Freedom of the Press* and *Sigma Delta Chi*. Fred Graham, CBS News, will be keynote speaker. Studios of KMGH-TV Denver. Registration is \$35 for members of sponsoring organizations and \$50 for non-members with charge covering all printed materials and box lunch. Contact: Len Allen, RTNDA, 1735 De Sales Street, N.W., Washington 20036.

**Jan. 8-10**—*California Broadcasters Association* midwinter meeting. Palm Springs Spa, Palm Springs, Calif.

## Also in January

**Jan. 9**—Deadline for entries in competition for Peabody Awards of *Henry W. Grady School of Journalism and Mass Communications*, University of Georgia, Athens, Ga. 30602.

**Jan. 9-10**—*National Radio Broadcasters Association* board meeting. Dorai Beach hotel, Miami.

**Jan. 10**—*Nebraska Broadcasters Association* annual dinner honoring the state legislature, including presentation of 1978 inductees into NBA Hall of Fame. NBA membership meeting will be held earlier in the day. Nebraska Club, First National Bank building, Lincoln, Neb.

**Jan. 10**—*Tennessee Association of Broadcasters* annual legislative reception. National Life Center, Nashville.

**Jan. 10**—*Radio Advertising Bureau* sales clinic. Fairmont hotel, Dallas.

**Jan. 11**—*Winter meeting of New England Cable Television Association*. Holiday Inn, Newton, Mass.

**Jan. 11**—*Radio Advertising Bureau* sales clinic. Regency-Denver hotel, Denver.

**Jan. 11-13**—Special winter meeting of the *Association of Maximum Service Telecasters board of directors*. Agenda will include reports on the short-separation drop-in case before the FCC; report on plans for the 1979 World Administrative Radio Conference in Geneva; report on association work in connection with improvement of UHF reception and capabilities, and plans for the meeting in Las Vegas during the National Association of Broadcasters convention. Mauna Kea Beach hotel, island of Hawaii.

**Jan. 12**—*Radio Advertising Bureau* sales clinic. Crown Center, Kansas City, Mo.

**Jan. 15**—Deadline for entries for The 1977 Media Awards for the Advancement of Economic Understanding sponsored by *Champion International Corp.*, Stamford, Conn., and administered by Amos

Tuck School of Business Administration of Dartmouth College. Total of \$105,000 in 14 media categories will be awarded reporting on economics that is stimulating and understandable and which was presented during the 1977 calendar year. Information: Program administrator, Media Awards for the Advancement of Economic Understanding, Amos Tuck School of Business Administration, Dartmouth College, Hanover, N.H. 03755.

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

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

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

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

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

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

**June 1-3**—*Associated Press Broadcasters* annual

meeting. Stouffer's Twin Towers, Cincinnati.

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

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

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

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

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

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

# Until now you wouldn't consider buying a demod for \$1775.



The remarkable Scientific-Atlanta 6250 falls about \$7,000 short of the price you might normally pay for a comparable high quality demodulator. But it doesn't fall short in engineering and performance. We've sold over 300 6250 Demodulators since its introduction a year ago. In fact one group of station engineers wrote, "we are amazed at your demod's performance," after comparative bench tests against a unit close to the \$10,000 range.

Consider the specs. 100 uv input sensitivity. Video response  $\pm 0.5$  dB to 4.18 Mhz,  $\pm 2.5\%$  differential gain and  $\pm 1^\circ$  differential phase. With audio response  $\pm 0.5$  dB 30 Hz to 15 KHz.

Consider the features: Zero chopper capable of operation from external as well as internal command. Envelope detector with optional syn-

chronous detector. Intercarrier sound detection, also direct mode with synchronous detection option. Local or remote control of chopper on/off, envelope/synchronous detection, intercarrier/direct sound detection. Automatic switch-back to envelope mode if phaselock is lost in synchronous mode. AC operation with optional +DC standby powering. Optional powering from -DC.

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Canada: 678 Belmont Avenue West, Suite 103, Kitchener, Ontario, Canada N2M-1N6, Telephone 519-745-9445, Telex 069-5239  
Europe: 1-7 Sunbury Cross Centre, Staines Road West, Sunbury on Thames, Middlesex TW16 7BB, England,  
Telephone Sunbury on Thames 89751, Telex 896015



## THE 1977 ROY W. HOWARD AWARDS

The prestigious recognition  
for Public Service  
by a Radio Station  
and a Television Station

### Call for entries

Entries are now being accepted for the Roy W. Howard Awards for public service by a radio station and by a television station.

Mr. Howard was the long-time editor and president of The New York World Telegram & Sun and president of Scripps-Howard Newspapers and United Press. These awards (along with a similar award for a newspaper) have been established by The Scripps-Howard Foundation to honor the memory of this most distinguished journalist through this annual recognition of Public Service through news media.

The rules, as stated below, are simple in order to place as few restrictions as possible on stations from all markets and yet adhere to the goal of improving the Public Service product through honoring outstanding effort.

### Eligibility

Any commercial radio or television station in the United States or its territories except those owned and operated by Scripps-Howard Broadcasting Company.

### Prizes

A bronze plaque and a cash award of \$2500 will be awarded to the over-all broadcasting winner. Cash awards of \$1000 will be awarded to the first runner-up in television and the first runner-up in radio.

**There is no entry fee!**

The purpose of the awards program is to encourage and reward exemplary effort.

### Rules

1. Material must have been broadcast in calendar 1977.
2. A letter from the station manager must accompany each entry detailing:
  - a. The problem.
  - b. How it was uncovered.
  - c. Journalistic enterprise used in studying and exposing the problem.
  - d. Method used for communicating (i.e. spot, documentary program, mini-doc, news reports, etc.) and why that method was chosen.
  - e. How the results—if any—were measured.
3. Entries submitted on:
  - a. Radio— $\frac{1}{4}$ " audio tape,  $7\frac{1}{2}$  or  $3\frac{3}{4}$  ips or cassette.
  - b. Television— $\frac{3}{4}$ " videotape cassette only.

(Entries will be returned only if requested at the time of submission and accompanied by sufficient postage.)
4. Deadline: all entries must be received by March 1, 1978.
5. If, in the opinion of the judges, no entry is of sufficient quality to merit award, Foundation shall not be obligated to make such award. Elaborateness of presentation has no bearing on the awards.

### Send Entries to:

F. Ben Hevel  
The Scripps-Howard Foundation  
500 Central Avenue  
Cincinnati, Ohio 45202

**Scripps-Howard  
Foundation**



**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. 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. 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. 1-2**—*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. Carousel Inn, Columbus, Ohio.

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

**Feb. 2-3**—*Arkansas Broadcasters Association* winter



convention. 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: Saliie Fischer, region coordinator, P.O. Box 75, Derby, Conn. 06418.

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

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

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

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

**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 proposal by ethics committee of *District of Columbia Bar Association* to amend association rules to make it more difficult for lawyers to pass through so-called "revolving door" between government and regulated industries. Previous deadline was Jan. 6.

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

**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. 17-18**—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**—Deadline for entries in 1977 Charles Stewart Mott Awards competition, sponsored by the *Education Writers Association*, to honor education writing. Radio and television category awards will be for single programs or series of reports on the same subject or theme, but not to exceed 60 minutes. Information: EWA, P.O. Box 281, Woodstown, N.J. 09098; (609)769-1313.

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

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

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

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

**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. 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 1-2**—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 13-15**—*Indiana Broadcasters Association* spring meeting. Hyatt-Regency hotel Indianapolis.

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

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

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

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

## April

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

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

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

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

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

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

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

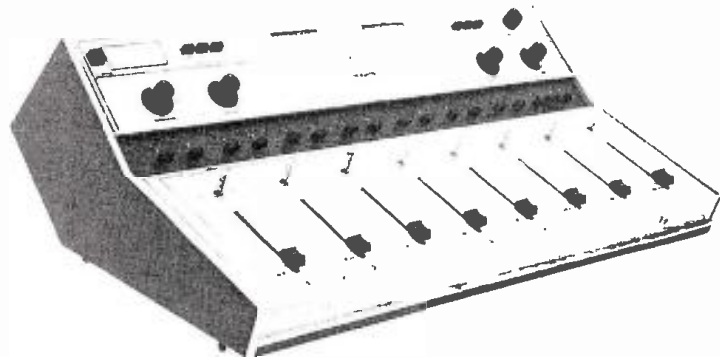
**April 19-21**—Spring convention of *Kentucky Broadcasters Association*. Executive West Inn, Louisville, Ky.

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

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

■ **April 23-27**—*Seventh American Institute of*

# MCMARTIN1000 series CONSOLES



... the new breed.

The new breed of MCMartin audio consoles ... styled for flexibility and professional operation ... designed with gold plated electronics, used where it counts ... engineered with a functional interior for uncompromised performance. MCMartin consoles feature

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Five or Eight channels  
Mono or Stereo

... the choice is yours.

## MCMARTIN

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

**April 24**—Twentieth annual Broadcasting Day, sponsored by *Florida Association of Broadcasters* and *University of Florida College of Journalism and Communications*. FAB board will hold its spring meeting on preceding day (Sunday). Reitz Union, campus, Gainesville.

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

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

■ **April 30-May 2**—*Chamber of Commerce of the United States* 66th annual meeting. Washington.

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

## May

**May 5-6**—Sixth annual Gospel Radio Seminar. Chairman of steering committee is Jim Black, director of gospel music, SESAC, Airport Hilton, Nashville. Information: Gospel Radio Seminar, P.O. Box 22912, Nashville 37202.

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

**May 11-13**—*Louisiana Association of Broadcasters* spring convention. Diamondhead, Miss.

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

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

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

**May 21-24**—Tenth annual *Southern Educational Communications Association* conference. WDCN-TV

Nashville will be host. Opryland hotel, Nashville.

**May 24-27**—*National Association of Broadcasters* radio programing college. Hyatt Regency hotel, Chicago.

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

## June

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

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

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

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

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

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

■ **June 13**—*Tennessee Association of Broadcasters* congressional breakfast. Washinton

**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.

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

**June 22-23**—*Broadcast Financial Management As-*

*sociation/BCA* quarterly board of directors meeting. Opryland hotel, Nashville.

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

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

## July

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

**July 16-18**—*California Broadcasters Association* midsummer meeting. Del Monte Hyatt House, Monterey, Calif.

**July 16-19**—*National Association of Farm Broadcasters* summer meeting. Fairmont hotel, San Francisco.

## August

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

## September

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

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

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

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

**Sept. 17-20**—*National Radio Broadcasters Association* annual convention. Hyatt Regency Embarcadero hotel, San Francisco.

## Awards in Connecticut Business Journalism

**OBJECTIVES:** 1. to encourage the highest possible standards of responsibility, clarity, accuracy, and insight in the writing and implementation of business news. 2. to reward the writers and media serving Connecticut for distinguished business and financial journalism, and for thoughtful appraisal and criticism of Connecticut business performance. 3. to foster improved public understanding of Connecticut-based business and finance. **AWARDS:** \$500 will be granted to writers or producers in each of eight categories for material published, broadcast or telecast in the 12-month period January 1, 1977-December 31, 1977. Recipients will be invited to attend a special Awards presentation program to be held in Hartford in the Spring of 1978.

**ELIGIBILITY:** All entries must be about Connecticut business and industry.

Material for consideration must have been published or broadcast in the 12-month period January 1-December 31, 1977.

**DEADLINE:** All entries must be postmarked no later than February 1, 1978

Entries are *not* limited to Connecticut media. **JUDGES:** The Department of Journalism at the University of Connecticut is acting as the sole and independent administrator of the program. Evan Hill, Head of the University of Connecticut Journalism Department, will oversee the administration of the judging which will be conducted by the following distinguished panel of judges from the press, business and academic fields:

**William Arthur**, Executive Director, National News Council  
**Paul E. Erdman**, Author, "The Crash of '79"  
**Irwin Landau**, Editor, "Consumer Reports"  
**Newton R. Minow**, Former Commissioner, Federal Communications Commission  
**Francis Pollock**, Member of Adjunct Faculty, Graduate School of Journalism Columbia University

For entry blanks or further information write to:

Connecticut Business Journalism Awards  
P.O. Box 3598  
Hartford, CT 06103

## WARC nominee

EDITOR: Re your editorial reference (Dec. 19) to our U.S. delegation to the 1979 World Administrative Radio Conference:

The best pro team that the U.S. could send to Europe would be FCC Commissioner Robert E. Lee and (Director of Engineering for the Board for International Broadcasting) George Jacobs.

The new worldwide spectrum allocation conference that will take us into the next century requires the skill and knowledge of the best brain in America.

The proposed frequency reallocation must take into consideration our future commercial and military requirements. This is one conference where we need the best team.—*J. R. Poppele, Tele-Measurements Inc., Clinton, N.J.*

## Airplay fair play

EDITOR: It was interesting that the *Billboard Number One Music Awards* was aired in the same week that radio stations were renewing their Broadcast Music Inc. agreements for another tentative quarter.

There are many of us who believe that the benefits of airplay aren't exactly a two-way street. Unfortunately we'll never know what would happen to record sales if radio stations stopped "playing the hits" for three months or so.

I suppose those of us who believe BMI and the American Society of Composers, Authors and Publishers should be paying us are in a minority. Without radio, the Bee Gees would probably be dressing a little differently.—*Bob Lockhardt, vice president and general manager, KQDI(AM)-KOOZ(FM) Great Falls, Mont.*

## The world of difference

EDITOR: Your editorials and readers' letters in "Open Mike" on noncommercial versus commercial broadcasters all miss one essential point: Commercial stations carry messages for business; noncommercial stations cannot. There's a world of difference between the Exxon and Mobil "tombstones" on noncommercial TV and the superb advertising messages that IBM and Xerox buy on commercial TV.

We are a commercial fine arts station. Our competition comes primarily from the noncommercial stations, and we compete both for listeners and for business support. We relish this competition because we can do something no noncommercial broadcaster can—take the businessman's message straight to the public.—*John J. Major, general manager, WONO(FM) Syracuse, N.Y.*

## No candidate

EDITOR: You are in error in your Dec. 19 report that "Mr. Moyers is interested in [the Corporation for Public Broadcasting presidency], but he has a firm asking price of \$100,000 a year." Four CPB directors have asked if I were interested in the job, but to each I said no, because I want and intend to remain on the air as a journalist and would be unable to do so if I were to become an executive. Not once with these CPB directors or with anyone else did I discuss money, salary, wages, benefits, compensation or any matter remotely resembling "a firm asking price." Such a thought never entered my mind, and the subject never, repeat, never came up.—*Bill Moyers, CBS News, New York.*

## Left out

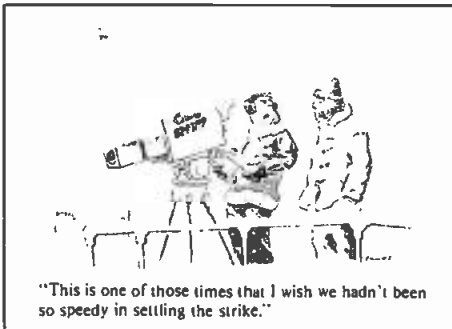
EDITOR: The roundup [on new equipment] Nov. 28 failed to include Cetec Schafer's new 7000 series in its review of microprocessor-based radio automation systems. The 7000 was shown at the National Radio Broadcasters Association meeting in New Orleans [BROADCASTING, Oct. 17, 10].—*Andy McClure, sales manager, Cetec Broadcast, Goleta, Calif.*

## Displaced person

EDITOR: Thank you for running my letter, "The new regulators," in "Open Mike" Dec. 5. Unfortunately, my address was given as Washington.—*Robert E. Jacobson, Institute for Communication Policy Development, Los Angeles.*

## Close to home

EDITOR: Regarding Jack Schmidt's cartoon in the Nov. 28 issue of BROADCASTING, inasmuch as we've all (a) weathered a four-and-a-half month strike this year, (b) covered sports telecasts while occasionally up to our panhandles in snow and (c) have



sometimes harbored thoughts similar to those in the caption, we wonder if we may obtain the original art of the cartoon to grace the wall of our engineers' lounge here in Hollywood.—*the ABC-TV Soap cameramen: John Lowry, D.J. Diomedes, Warren Cress, Jim Balden.*

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The newsweekly of broadcasting and allied arts

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Best documentary

Best documentary series

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Best investigative reporting

Best feature reporting

Best editorials

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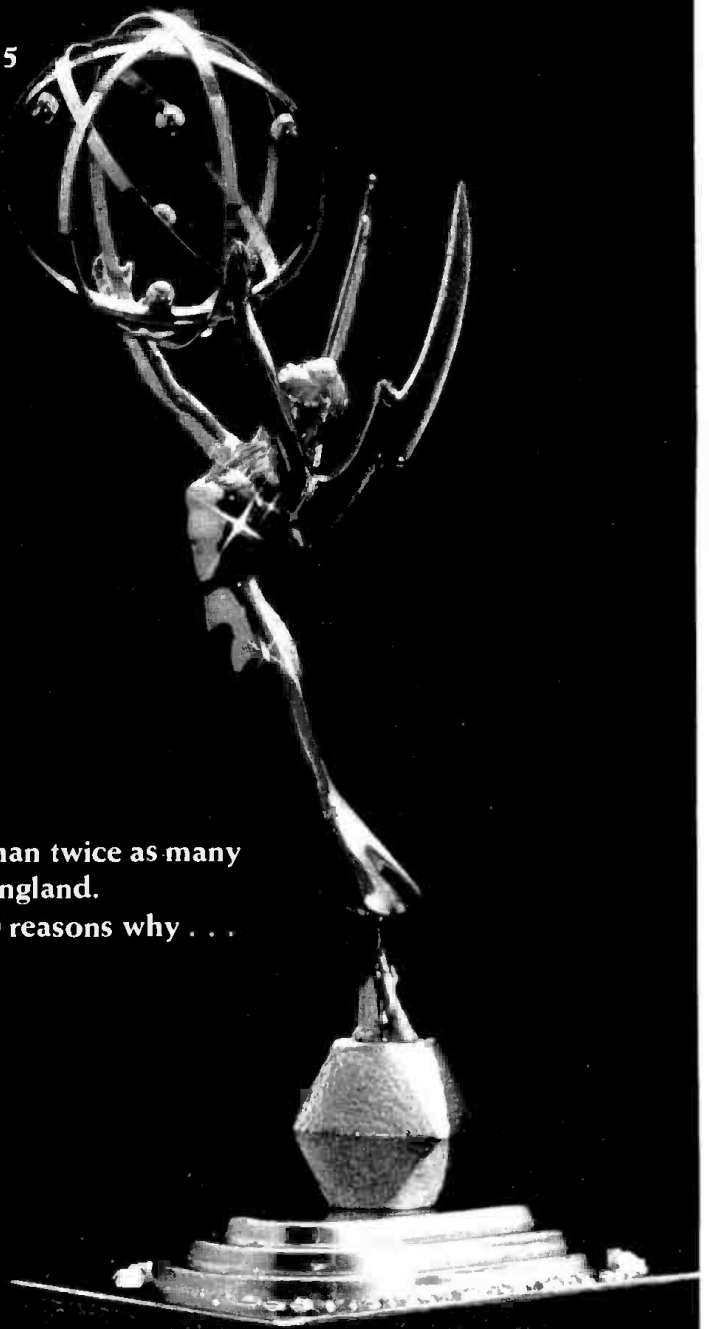
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# Broadcasting Jan 2

Vol. 94 No. 1

## Top of the Week

### TV viewing levels on the rebound?

**Nielsen finds a drop-off in the drop-off: daytime and prime time HUT's were each off only 1% December 1977 vs. December 1976; still no indications, however, that earlier declines reported were anything but real**

In the most optimistic audience-level measurements since last March, A.C. Nielsen Co. has found that the decline in TV viewing may itself be declining.

Nielsen reported that TV viewing in daytime was just 1% less in December of 1977 than in the same month a year ago. Prime-time viewing also was down just 1%, Nielsen said. The indication that daytime viewing levels might be bouncing back was especially welcomed after two ratings analyses essentially confirmed Nielsen's findings that viewing had been off in daytime an average of 6% during the last nine months over year-ago levels. Nielsen's local market sweeps for November showed a decline similar to the national November numbers, and an audit of Nielsen's sampling procedures conducted for the network ratings committee, CON-TAM (Committee on Nationwide Television Audience Measurement) has found no evidence that Nielsen error might be responsible for the reported declines. Also supporting the downward trend was a preliminary study by Arbitron based on figures from its November sweeps in 19 markets selected to represent the total U.S. population.

On a week-by-week basis, Nielsen's December prime-time figures show a viewership decline of 3%, 1%, 0% and 0%, respectively, compared to the same weeks in 1976—suggesting that TV watching increased as winter approached (Nielsen's ratings calendar for December actually measures the four-week period between Nov. 20 and Dec. 18). Nielsen also noted that since a rating point represents more viewers this year than it did last (the number of television homes in Nielsen's universe was increased from 71.2 million to 72.9 million), the number of daytime viewers actually increased by 310,000

households per average minute. Similarly, in prime time there has been an increase of 640,000 households per average minute.

At least one network ratings expert sounded somewhat relieved at the December numbers—Phil Luttinger, director of national television research for CBS-TV. "I think what has happened with television generally is a leveling-off of audience levels, and we'll continue to see these up and down movements," he said. "In the last three or four weeks we've begun to see a kind of recovery; it's bottomed out and I suppose now we'll see the numbers go up a little higher than the previous year."

Mr. Luttinger added that in his opinion the preliminary audit report given to CON-TAM by Statistical Research Inc. is not likely to be contradicted by later findings. The report reads, in part, "At this time, we see no change in procedures that could explain significant differences in the Nielsen figures." Nielsen has still to provide the firm with additional information, the report says, and other questions will be asked on the data already supplied.

Looking at the local sweep figures taken by both Arbitron and Nielsen in November, the differences in homes using television (HUT's) are as follows:

■ In daytime, Nielsen found a decline, compared to 1976, of 6% in the local survey, versus 6.4% in the national.

■ In prime time, Nielsen found HUT's down 5.1% in the locals versus 3% in the nationals.

■ From 9 a.m. to noon Monday through Friday, Arbitron found an 11% decline compared to 1976 levels, and a 6% growth compared to 1975 levels.

■ From noon to 4:30 p.m. Monday through Friday, Arbitron found a 7% decline from 1977 and 1976, versus no decline between 1977 and 1975.

■ From 4:30 p.m. to 6 p.m. Monday through Friday, Arbitron found HUT's down 8% compared to 1976 and down 5% compared to 1975.

■ From 6 p.m. to 7:30 p.m. Monday through Friday, Arbitron found HUT's down 6% compared to 1976, 4% compared to 1975.

■ From 7:30 to 8 p.m., Monday through Friday, Arbitron showed HUT's down 4% versus both 1976 and 1975.

■ From 8 p.m. to 11 p.m. Monday through Friday, Arbitron found HUT's down 5% versus 1976 and 3% versus 1975.

■ From 11:30 p.m. to 1 a.m. Monday through Friday, Arbitron found HUT's down 5% versus 1976 and even with 1975.

■ From 8:30 a.m. to 1 p.m. Saturday, Arbitron found HUT's down 10% compared to 1976, 5% compared to 1975. Nielsen's December national figures found a 7% decline in Saturday morning HUT's.

**One on four.** On the eve of departure on his six-nation foreign trip, President Carter conducted a wide-ranging one-hour TV interview last Wednesday night (Dec. 28). It was carried live by the three commercial network and the Public Broadcasting System, but as often happens with public-affairs broadcasts, entertainment programs on independent stations got a ratings bonanza. Figures on PBS audiences were not available, but the three commercial networks together averaged only 42% of the total audience in New York, 47% in Los Angeles and 54% in Chicago. Questioning the President were (l-r) ABC New's Barbara Walters, NBC New's Tom Brokaw, CBS New's Bob Shieffer and (out of photo) PBS's Robert MacNeil.

Those conscious of network news protocol may have wondered why NBC News handed *Today* show host Brokaw the plum assignment. Speculation was that Mr. Brokaw's appearance indicated grooming for the anchor position on nightly news, but NBC said current anchor John Chancellor was attending his daughter's wedding that night, leaving David Brinkley to hold down the nightly news anchor post. Since Mr. Brokaw had covered the White House beat in the past, he was chosen over the network's present correspondents there, an NBC spokesman said, and "no conclusions" should be drawn.

Aside from the Wednesday night interview, the networks last week were making extensive preparations for coverage of the President's eight-day, six-nation trip abroad, starting with his departure from Andrews Air Force base on Thursday.

ABC NEWS PHOTO



## NAB says it isn't so

**Wasilewski sends conciliatory letter to Van Deerlin after Congressman repeatedly chides broadcasters for not submitting legislative proposals for rewrite**

While House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) continued his expressions of disappointment over the decision of his 15-broadcaster rewrite advisory committee not to submit industry legislative proposals for the Communications Act rewrite, National Association of Broadcasters President Vincent Wasilewski wrote the chairman last week saying his association has cooperated and wants to continue to cooperate on the rewrite.

In a conciliatory letter to Mr. Van Deerlin, who has repeated of late that broadcasters will be sorry for their apparent intransigence on the rewrite, Mr. Wasilewski took pains to point out that the broadcast advisory committee's action (BROADCASTING, Dec. 12, 1977) was not on behalf of the entire industry. "The groups members speak only for themselves," he said. "They have neither the legislative skills nor a directive from anybody to draft legislation. And, above all, they are not empowered to negotiate with respect to the 'get and give' of a rewrite."

Waving the recent episode off as a "relatively minor past misunderstanding" that he hopes "can now be wiped off the slate," Mr. Wasilewski nonetheless indicated the broadcast advisory committee's decision was not unreasonable. The Communications Subcommittee counsel, Harry M. (Chip) Shooshan, "did not give comfort or encouragement" to the group when, in an interview in BROADCASTING (Nov. 21, 1977), he talked about "trade-offs" between broadcasters and the subcommittee, Mr. Wasilewski said.

He went on to say that NAB, "the largest organization representing commercial broadcasting," has already put forth a list of particulars for the subcommittee to consider in its rewrite.

That "statement of principles," issued last February, takes the position that a dramatic overhaul of the Communications Act "might seriously impair or destroy a system that has successfully fulfilled its mandate to the public."

In another step toward repairing the rift between broadcasters and subcommittee, NAB Chairman Donald Thurston, WMB-AM-FM North Adams, Mass., has scheduled a meeting Tuesday (Jan. 3) with Mr. Shooshan "to talk about cooperation," Mr. Thurston said. "We have no intention to cut off the cooperative effort on the Communications Act."

A week earlier, Mr. Van Deerlin had been on the stump saying that unless broadcasters and the telephone companies lower their boxing gloves, there will not be



Vince to Van. Let's be friends.

a rewrite of the Communications Act this year, nor maybe the next. And if it does not pass Congress in 1980, he said at a New York luncheon sponsored by Time-Life Television, "congress will have to find someone else to do it. I know when I'm beating my pick on frozen ground."

Mr. Van Deerlin, 63, would not confirm the inference that he plans to retire following one more two-year term, but, "It's a nice idea," he said.

Without broadcasters' support, he continued "it will be very difficult to get the proposal through Congress" because the broadcast industry has "one of the better organized lobbying efforts" in Washington.

But Mr. Van Deerlin reemphasized his opinion that broadcasters would be making a mistake to oppose the project. They should be concerned about emerging telecommunications technologies such as video tape recorders, fiber optics, pay television and satellite transmission. But for some broadcasters, he charged, the public interest, convenience and necessity mandate is interpreted to mean "as much public interest as it is convenient to provide," with the "necessity" of a "25% profit."

## Church of Christ submits its rewrite plan to Van Deerlin

**Included are suggestions for permanent licenses, subject to FCC review at any time if station doesn't meet specific commission standards for such things as formats and EEO**

Permanent licenses for broadcasters, subject to revocation at any time for unsatisfactory performance under clearly defined FCC license standards, and more broadly applied ascertainment and equal employment standards are key ingredients of a detailed Communications Act rewrite proposal submitted last week to the House

Communications Subcommittee by the United Church of Christ Office of Communications.

Calling the current broadcast renewal process "an almost meaningless gesture," the church would replace the three-year license system with a program under which the commission would review a station's performances every 10 years, or whenever it received a petition to revoke a license from someone within the licensee's community. In addition, the FCC would do random spot checks of stations, much as the Internal Revenue Service does with tax forms, annually reviewing performances of a geographically representative group of 12.5% of all radio and TV stations.

These reviews would cover the last three years of the station's operation and would be conducted without the station's prior knowledge. If the commission found that the licensee had not been operating in the public interest, it would automatically call a hearing. The burden of demonstrating that retention of the license is in the public interest would fall on the broadcasters.

The commission would be required to establish by rule quantitative standards for broadcast service, making clear the kinds and amounts of programming necessary to meet the public interest standard. Failure to fully satisfy all standards would not necessarily lead to a station losing its license, however, nor would adherence to them insulate a station from possible revocation.

The proposal would also require the commission to set standards for comparative renewal proceedings, giving consideration to superior program proposals, local owner-management and the amount of participation in station ownership and management by minorities and women.

In other provisions for radio and television proposed by the church:

- A station would be prohibited from making any substantial modification in its program service, including format changes, without a finding from the commission that the change satisfies the public interest standard.

- The FCC would be required to set standards governing the reinvestment of profits in programming. One standard spelled out in the proposal would prohibit a broadcaster from keeping as profit before taxes an amount more than 25% of the net tangible investment on station facilities and operations.

- There would be a tax on commercial broadcasters to support public broadcasting. The Corporation for Public Broadcasting would propose it, and the FCC would refine and implement it.

- All stations, including small broadcasters currently exempt from formal community ascertainment, would have to demonstrate annually that their past and future programming meets ascertained community needs.

- The commission would be required to establish a set of general rules governing multiple and cross ownerships. As with renewal standards, however, adherence to these would not prohibit the FCC from

making a finding of undue concentration in isolated instances.

■ All stations with five or more employees would be required to file EEO affirmative action plans, unlike the present FCC rule which exempts all those with 10 or fewer employees. In addition, stations would have to comply with the EEO standards applied to government contractors, which are stricter than the FCC's.

■ The commission would be required to encourage negotiations between a broadcaster and local groups with demands for station reform.

■ Parties challenging the grant of a license would be permitted to obtain facts from the station relevant to its petition.

■ The commission would have authority to reimburse attorneys' fees to a community group that has raised issues significant enough to require a hearing or to promote an agreement with the broadcaster for improved service.

■ In any proceeding for the transfer or assignment of a license, the commission would be permitted to consider assigning the license to someone other than the person proposed.

■ It would be permissible to settle disputed revocation proceedings by transfer to a superior licensee.

■ The equal time rule would be strictly applied to broadcast coverage of political debates and candidate press conferences, both of which were exempted in a 1976 FCC interpretation that paved the way for the presidential debates that year.

The church's proposal also deals with cable television, public broadcasting, FCC procedures, satellites and common carriers. Under it, cable would be regulated much as broadcasting; an operator would have to meet minimum program standards in order to qualify for a certificate of compliance. Among those would be a requirement that a system carry at least 30 channels, and a prohibition on proposing pay cable without first offering channels for government, education and public uses. The same equal time and fairness doctrine requirements that apply to broadcasters would also be imposed on cable, and systems with 3,500 potential subscribers would have to provide local origination programming.

Public broadcasting, under the church's proposal, would be freed from current obligations to adhere to "objectivity and balance" in controversial programming and from the prohibition against editorializing. But it would have imposed on it three new obligations: (1) The Corporation for Public Broadcasting would have to diversify its program sources so it does not rely exclusively on the Public Broadcasting Service; (2) each station would have to establish a community advisory board to insure that programming meets the specialized needs of the community, and (3) CPB would be prohibited from distributing funds to stations not in compliance with the FCC EEO rules.

Regarding the FCC operation, the church's proposal prohibits commissioners from representing any party before

the commission for two years after the commissioner's departure from the FCC. No more than three sitting commissioners could be appointed directly from positions within industries the commission regulates. The proposal would require the commission to act on all complaints and petitions for rulemaking within six months, and would provide for the reimbursement of citizens groups' attorneys fees for participation in rulemaking proceedings.

The 69-page proposal, submitted to the Communications Subcommittee in legislative draft form, was developed in consultation with more than 40 public interest groups.

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## Traffic reporter and pilot die in Boston crash

**It's third fatal accident of year, but federal safety officials still say airborne broadcasters are relatively low-risk group**

A WEEI(AM) Boston helicopter traffic reporter and his pilot crashed last Thursday (Dec. 27) during morning drive time. It was the third fatal accident involving airborne broadcast reporters in 1977.

Henry (Chip) Whitmore, 29, and pilot Richard (Red) Bank, 50, plummeted into a 23-unit, three-story apartment building in the Boston suburb of Quincy, Mass., at 7:32 a.m. as they were apparently attempting to make an emergency landing on a nearby highway. They were substituting for WEEI's regular pilot-reporter, Kevin O'Keefe, who was vacationing. At least four residents of the building were injured in the three-alarm fire that followed the crash.

Edward E. Slattery, director of public affairs with the National Transportation Safety Board, commenting on this year's fatalities, said that aircraft used by television and radio stations nevertheless seem to have "a very good safety record." He estimated that on any given day approximately 100 reporters are in the air.

One of those flying last Tuesday was Ned Foster, reporter-pilot for WBZ(AM) Boston. He was flying about a quarter-mile behind the WEEI helicopter when it fell. According to Mr. Foster, the helicopter

went into a "steep, spinning dive—crashing into the roof of the brick apartment building" and the craft "exploded on impact."

A spokesman for the Federal Aviation Administration said the pilot was starting a northbound turn toward the highway in an effort to make an emergency landing when the craft hit the building. "A controller at Logan airport tried to contact him by radio and there was no answer," the official added.

Mr. Slattery said that a computer check of crashes involving news reporters showed that six traffic helicopters had gone down between 1972 and 1976. NTSB reported only one fatal accident: Harold Bloom, a reporter for WRVA(AM) Richmond, Va., and his pilot, Walter J. Cottrell Jr., who crashed into a Richmond home. Both were killed, along with a person on the ground (BROADCASTING, June 3, 1974).

In August 1977, Gary Francis Powers (the former U-2 pilot), 47, pilot-reporter for KNBC(TV) Los Angeles, and George Spears, 43, cameraman, crashed as they were covering a brush fire at Van Nuys, Calif. (BROADCASTING, Aug. 8, 1977). Earlier in the year, Elliot Cohen, a pilot for KVIL-AM-FM Highland Park, Tex. (Dallas), crashed 20 minutes after letting off reporter Suzie Humphreys to phone in her morning report (BROADCASTING, May 23, 1977).

In spite of these recent accidents, Mr. Slattery said that "on the whole the record looks good" for traffic reporters. The relatively high number of hours flown by reporters and their concurrently low number of accidents and deaths indicate a safety record as good or better than that of the general flying population, he said.

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## Point, counterpoint at 1919 M Street

**Union takes FCC Chairman Ferris to court over hours-change issue; he seeks to block bargaining units**

FCC Chairman Charles D. Ferris's controversial proposal—virtually the first of his stewardship—to change the commission's working hours generated two developments in the final weeks of 1977. One of two unions seeking to capitalize on the situation by gaining the right to represent

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**Look to the East.** If arrangements can be worked out, the chairman, members and staff members of the Communications Subcommittees in both houses of Congress may make a trip to Japan this year to study the state of the art in broadcast and other telecommunications services there. The trip had been planned for January, in conjunction with postal service committees in both houses, but was scrapped for lack of interest. The Air Force reportedly requires 15 members confirmed before it will fly a congressional mission overseas. If it cannot assemble the requisite number, the group is considering flying by commercial airline, perhaps in late spring.

Plans are to visit several communications installations in Japan, where there has been extensive experimentation with two-way video, satellite-to-home broadcasting and electronic mail. The group would also study the commercial and public networks in that country. Referring to Japan's advanced technology, Representative Lionel Van Deerlin (D-Calif.) said last week that "any communications subcommittee that doesn't keep a close eye on Japan is risking missing the parade."

FCC employees sued the chairman in an effort to block the change. And Mr. Ferris put the commission in opposition to both unions with a letter to the Department of Labor saying neither is proposing an "appropriate" bargaining unit.

The suit was filed in U.S. district court in Washington in behalf of the National Treasury Employees Union and a commission employee, Valerie Cox, a non-professional in the Office of Plans and Policy and a union member. It alleges that Chairman Ferris, in notifying employees of the hours change, violated federal regulations requiring that he poll employees on the proposed change and that he coordinate the proposal with police to avoid traffic congestion and "impossible transportation demands." It also said he violated The National Environmental Policy Act in failing to make an environmental impact study before the change was implemented.

The new hours—from 8 a.m. to 5:30 p.m., with most employees starting work at 8 or 9 a.m.—became effective with the new year. The old hours had been 8 a.m. to 4:30 p.m.

Although the suit names Mr. Ferris as the sole defendant, the decision to change the hours was taken on a unanimous vote of the full commission. And although one of the allegations is that, under the new hours, employees will not be permitted to start work before 8 a.m. and leave before 5:30 p.m., commission officials say under a "modified working hours" plan in effect, some employees will be permitted to start work at 7 a.m. and leave at 3:30 p.m. Those starting at 8 will leave at 4:30 p.m. The decision to start the day officially at 8 a.m. was made to meet employee criticism of a 9 a.m. starting time.

The commission's position on the kind of bargaining unit that should be created there was expressed in a letter Chairman Ferris wrote to Earl T. Hart, area administrator for the Labor Department's Labor Management Services Administration, in response to petitions for collective bargaining elections that NTEU and the National Association of Government Employees had filed with the department. The chairman said an "appropriate" unit would be an agency-wide one. Neither union is proposing one. NAGE wants to represent all non-professional general schedule and wage grade employees at commission headquarters, in Washington. NTEU is seeking to represent all professional and nonprofessional general schedule and wage grade employees in Washington.

The commission has some 2,100 employees, with about 1,500 in Washington and the rest in field offices scattered around the country. And Chairman Ferris said the commission believes that, because of the agency's organizational structure and administrative procedures, "any separation or fragmentation of bargaining units between the headquarters and the field structure would result in a less effective discharge of [the agency's] highly specialized function of regulating communications in the public interest."

## NAB puts its priorities to Ferris

**With commission chairman about to design three-month calendar, association sends its suggestions for what should be on the agenda**

Two days before Christmas, Vincent T. Wasilewski, president of the National Association of Broadcasters, sent a hoped-for gift list to FCC Chairman Charles D. Ferris. It consisted of a number of matters that have been pending for some time before the commission and that, Mr. Wasilewski said, "would seem ripe for action."

The list:

■ Refund of fees. The U.S. Court of Appeals in Washington two years ago held that the commission's fee schedule was illegal and ordered the return of all illegal assessed fees. Mr. Wasilewski notes that \$47 million in fees collected from broadcasters since 1970 are involved.

■ UHF television. NAB has joined the Council for UHF Broadcasting in sponsoring an "Action Plan for Further UHF Development," and Mr. Wasilewski said that a number of proposals contained in the plan, including one to reduce the front-end noise level of UHF receivers, merit favorable commission action.

■ Over-all Radio Allocations Policy. The NAB Radio Board has urged the commission to adopt such a policy prior to the World Administrative Radio Conference beginning in 1979. It asked the commission to consider the proposals in various proceedings—the clear channel and WARC-79, among them—that may have an impact on radio allocations.

■ Automatic transmission systems. The commission, which in December 1976, adopted rules permitting the use of ATS in FM and nondirectional AM broadcasting, said at the time it expects to extend ATS to both AM directional and TV stations before the end of the year.

■ Easing restrictions on rebroadcasts. This applies to Citizens Band and Amateur Radio Service broadcasts of emergency information "vital to public safety and convenience."

■ Tax certificate proposal. NAB is urging the commission, as a means of facilitating entry by minority group members into broadcasting ownership, to grant a tax certificate to any broadcaster who sells a station to a minority buyer.

■ Standing to file petition to deny. NAB has asked the commission to develop standards for determining when members of the listening and viewing public have standing to challenge license-renewal applications. Mr. Wasilewski noted that the suggestion for the development of such standards was first made by the U.S. Court of Appeals in Washington, in 1966, in the landmark United Church of Christ case.

■ Cable carriage of radio signals and

syndicated exclusivity. Mr. Wasilewski pointed out that the commission has since 1972 had an interim policy on cable carriage of radio signals pending the issuance of rules and that NAB on June 24, 1976, urged adoption of rules providing more extensive syndicated exclusivity protection than now exists.

■ Ex parte restrictions. NAB and the National Cable Television Association have joined in petitioning the FCC to clarify its ex parte rules as they apply in most informal rulemakings. The two trade associations are concerned about a decision by the U.S. Court of Appeals in Washington that bans virtually all such contacts in all rulemakings.

## Mayors' conference latest to blast violence on TV

**Organization emerges with report on weapons, says they're used unrealistically and too often**

A study conducted for the U.S. Conference of Mayors concludes that weapon use in television programs is excessive and "uncomfortably antiseptic," and the results are ignored in TV shows.

The study, which covers 73 hours of prime time action programs between March 1977 and August 1977, reports that there were "virtually no instances of blood" and "injuries were extremely antiseptic and victims died most often outside the camera's range."

Titled "Television's Action Arsenal: Weapon Use in Prime Time," the report says that "while there was not any significant incidence of the 'blood-and-guts' violence viewed... an extraordinary number of weapons was recorded." The study shows 648 weapons were seen in the 73 hours. However, "only 36 deaths resulted—about one for every two hours of viewing—and 41 injuries occurred." Only one-fourth of the weapons seen were actually fired or used to hit or stab a person. Most were used to threaten or make arrests and others were seen being cleaned or lying on furniture. Of the 346 bullets fired, 83% missed their targets.

John J. Gunther, executive director of the mayors conference, said that "the presence of so many weapons leading to such few injuries creates a gap that suggests that firearms are less harmful than they actually are," and the absence of blood or gore when people are injured or die "represents a distortion of the most serious nature." He said that "viewers must be made aware that pain, suffering and trauma result from a bullet or stab wound."

"The mere presence of weapons and weapon use on television constitutes violence in a very real sense," the report said. "To the extent that violence is synonymous with force and domination, the presence and use of weapons as instruments of such force are also inherently violent."





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## In Brief

**More food for thought on crossownership** case arrived last week at Supreme Court in form of briefs: National Citizens Committee for Broadcasting, which precipitated issue, had no quarrel with appeals court ruling sending case back to FCC with directive to initiate rulemaking that would break up colocated media holdings; Justice Department agreed with appeals court up to point—it said case should go back to commission for another look, but without lower court's strong hint at how commission should handle case; group of five broadcasters that fall under commission "egregious cases" order to divest themselves of crossowned properties said that edict is inconsistent with other FCC decision to grandfather most existing crossowned situations.

National Association of Broadcasters President Vincent Wasilewski, in **invitation to President Carter** to appear at annual convention in Las Vegas April 9-12 suggests President might want to hold "**world press conference**" there with correspondents of foreign media to be covered here and abroad by satellite. This year's convention has theme, "broadcasting international," and will have in attendance "several hundred" broadcasters from 56 foreign countries, Mr. Wasilewski says. Association officials don't know if Mr. Carter will accept, but recall that he refused last year when convention was held just blocks from White House.

Scheduled for consideration at FCC's Jan. 12 open meeting: Joe L. Allbritton's **proposal to swap WJLA-TV** (formerly WMAL-TV) Washington to Combined Communications Corp. for **koco-TV** Oklahoma City and \$65 million in preferred stock. Commission staff is understood to be recommending approval, but there are sticking points, including charge that Mr. Allbritton reneged on promise to afford minorities opportunity to buy D.C. station.

**CBS has asked** U.S. Court of Appeals Ninth Circuit, in San Francisco, to vacate lower court's approval of **consent decree** aimed at terminating Justice Department's antitrust suit against NBC (BROADCASTING, Dec. 5), and to send case back for further proceedings. CBS contends that decree is "**designed to drive up prices**" paid to program producers by suppressing competition among them, that decree constitutes "serious restraint of trade," and that Justice "has in this case totally misconceived its charter." CBS also says U.S. district court in Los Angeles erred in failing to conduct inquiry to determine whether approval of decree was in public interest. Justice in April 1972 had filed virtually identical suits against all three networks; CBS and ABC are continuing to resist suits brought against them.

**Two Chicago newsmen**, Russ Ewing of WMAQ-TV and Hugh Hill of WLS-TV, became involved directly in **hostage situation** in Melrose Park, Ill., last Tuesday (Dec. 27, 1977) when man took two hostages at juice plant there. Mr. Ewing persuaded gunman to exchange him for one hostage. Later, when Mr. Hill arrived (gunman had asked to talk to WLS-TV reporter), he went in. Mr. Hill functioned as mediator while Mr. Ewing reasoned with gunman who eventually walked out of room and was arrested by police.

First National Association of Broadcasters **radio programing conference** has been scheduled Aug. 21-23 at Hyatt Regency hotel in Chicago. Open to radio program directors, operation managers, program syndicators and general managers at \$100 each, program and possibility of having exhibits haven't yet been formulated. Conference steering committee, headed by William O'Shaughnessy, WVOX(IAM)-WRTN(FM) New Rochelle, N.Y., meets Feb. 7 in New York.

**Joseph D. Hughes**, charter member of Corporation for Public Broadcasting, has said present board "lacks prestige and influence" to correct structural problems now facing CPB—"an administrative labyrinth which is coming close to suffocating itself." He said funding agency was suffering from "**stultifying leadership vacuum**." Mr. Hughes made comments in article to be published in November-December issue of *Public Telecommunications Review* (available in early January). Mr. Hughes said

"all national television programing and development responsibilities" should be transferred to Public Broadcasting Service. Article was written before announcement three weeks ago that CPB President **Henry Loomis** will retire from position before September (BROADCASTING, Dec. 19, 1977). CPB board will meet Jan. 6 in Columbia, S.C., to begin looking for successor to Mr. Loomis.

TV stations' **music licensing contracts** with both American Society of Composers, Authors and Publishers and Broadcast Music Inc., which were due to expire Dec. 31, 1977, **were extended for six months** in agreements with All-Industry TV Stations Music License Committee. This enables stations with ASCAP and BMI licenses to continue playing music from these suppliers until July 1 without risk of copyright infringement suits while committee continues negotiations with them on terms for new contracts, Committee Chairman Leslie G. Arries Jr., WBEN-TV Buffalo, pointed out. Terms finally reached will be retroactive to Jan. 1, 1978.

ABC Inc. President **Elton Rule** has **disposed of 46,000 shares** of ABC stock, worth close to \$2 million. ABC said shares were purchased in 1977 in exercise of stock options and sold to avoid tax penalties. Company's proxy statement last April showed he'd acquired 46,000-share block under option for \$1,227,648. Assuming sale price of \$40 per share—shares have been trading in \$40-to-\$42.25 range in recent weeks—he would have received \$1,840,000, for \$612,352 or **almost 50% profit**. ABC said he retains 54,469 shares acquired before 1977.

FCC has **extended deadline** for reply comments in **VHF drop-in** proceeding. New date is March 6. Old one was Jan. 6.



**John H. Crichton**, 58, president of American Association of Advertising Agencies and one of leading forces in advertising industry over past 15 years, died of heart attack in New York office last Tuesday (Dec. 27). Before election to AAAA presidency in 1962, he was newspaperman and editor of *Advertising Age*. Survivors include his wife, Zula; two sons, Michael, physician and author of several best-sellers including "The Andromeda Strain," "The Terminal Man" and "The Great Train Robbery," and Douglas Christopher, and two daughters, Kimberly and Catherine.

**Voice of America** has formed committee to investigate role of its foreign news correspondents. **Chalmers Roberts**, retired diplomatic correspondent for *Washington Post*, will serve as head of five-member panel. Others appointed include: **Pauline Frederick**, National Public Radio; **E.W. Kenworthy**, retired *New York Times* reporter; **S. William Scott**, Westinghouse Broadcasting Co., and **Franklin H. Williams**, president of Phelps-Stokes Fund and former ambassador to Ghana.

In unusual move for major national TV-radio rep firm into regional representation, **Katz Agency has acquired Simpson-Reilly Co.**, Seattle, said to be largest Northwest regional rep. Katz thus will take over regional representation of 15 TV and six radio stations in Northwest. It will also absorb most of S-R's sales people, take over S-R Portland, Ore., office and expand own Seattle office. Simpson-Reilly name will be discontinued.

**George H. Gallup**, executive VP and chief operating officer of TVS Television Network, named president effective Jan. 1, succeeding **Edward M. Einhorn**, who announced plans some time ago to leave at end of 1977, although he continues as TVS's executive producer of college basketball telecasts. TVS is division of Corinthian Broadcasting Corp.

**Milda Sandstrom** has been convicted of first-degree murder in May 3, 1977 death of her husband, **Thad**, vice president for broadcasting at Stauffer Publications Inc., Topeka, Kan. (BROADCASTING, May 9, 1977). Conviction carried mandatory life sentence, with possibility for parole after 15 years. Mrs. Sandstrom had pleaded not guilty due to temporary insanity.

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### 1977: It began with the largest audience ever, and ended on signs of slippage

**In between, radio and TV experienced their most profitable year, survived the onslaughts of technology and emerged as strong as ever; all things considered, it was a twelvemonth worth remembering**

On Sunday, Jan. 30, 1977, 80 million people tuned to ABC-TV's final two-hour episode of *Roots*. And, as BROADCASTING reported a week later, "Television may never be the same again."

It was the start of quite a year for broadcasting. On all fronts, the electronic media made noteworthy gains and weathered equally noteworthy assaults. Financially, the value of individual stations skyrocketed. Politically, a new President, a new FCC chairman, Congressman Lionel Van Deerlin (D-Calif.), and the U.S. Court of Appeals took over their respective helms and charted their individual, if not idiosyncratic, courses. Journalistically, Eric Sevareid retired, Richard Nixon made a comeback and the president of Egypt walked the streets of an Israeli-held Jerusalem. Technologically, Mutual Broadcasting System announced it was following the Public Broadcasting Service and National Public Radio in their move to satellite distribution, and video cassette recorders and TV games were quickly capturing the imaginations—and the dollars—of the public. Nineteen seventy-seven was quite a year indeed.

The eight-day telecast of Alex Haley's saga of black America's history boosted ABC's prime-time programming for *Roots* week (Jan. 24-30) to a 35.5 national Nielsen rating, 10 points higher than any network had ever chalked up in one week. The Sunday night conclusion, the most widely viewed program ever, scored a phenomenal 51.1 rating and 71 share, giving it a total of 36,380,000 homes—a figure that beat the previous leader, NBC-TV's "Gone With The Wind" Part I, by more than three million homes.

Seldom before had television so graphically demonstrated its great power to unite people in a common experience. *Roots*, as this magazine wrote, was

"drastically different in subject matter, innovative in scheduling—and devastating in its competitive effects. No wonder it had people talking once again about what they'd seen on television last night."

But to the medium and, indeed, to all of broadcasting, *Roots* made possible changes, for better or worse, that may be staying for some time: It helped to solidify the new position of ABC as the leading network in prime time. It led to a rethinking by the major networks of shaping their programming schedules around specials, miniseries, television novels and the like and away from the standard, regularly scheduled fare that had dominated television since its inception. It helped to quiet, at least temporarily, some of the harsher critics of television by demonstrating that mass programming and good programming are not always mutually exclusive.

The networks took their cues from the *Roots* success and launched a heated battle for supremacy in the 1977-78 season. By the end of the first month of the new season, ABC had a 20.7 Nielsen rating, substantially ahead of NBC's 17.1 and CBS-TV's 16.2. In one week (Sept. 19-25), the new champ decked the competition "with a crushing display of prime-time strength"—a 22.0 rating and a 37 share (BROADCASTING, Oct. 3, 1977).

"I'm depressed," said NBC programmer Paul Klein. "I've never seen this in all the years I've been in broadcasting."

By the end of October, ABC had settled into a comfortable 20.8, and NBC's 18.2 was a full rating point above CBS's 17.2. At the close of November the order was ABC

20.7, NBC 18.3, CBS 17.6.

Although it had ended the 1976-77 season with a comfortable first place and was the pick to do a repeat performance in 1977-78, ABC took a bold programming step in the fall with its "adult" comedy, *Soap*—a program that before its premier was called by one broadcaster a "half hour dirty joke" and caused a near riot by some affiliates, church groups and advertisers (BROADCASTING, July 18, Aug. 29, 1977). In a rare closed-circuit defense of the program in July, Fred Silverman, president of ABC Entertainment, told affiliates, "When this long, hot summer is over and the cool of autumn is with us, I'm confident that we'll have a winner."

Mr. Silverman, whose touch turned most of ABC's schedule to gold last year, had nothing to regret when the ratings started coming in. After a shakey start against several counter-scheduled specials, in its first week facing its regularly scheduled competition (Sept. 22-28) *Soap* commanded its Tuesday night time slot with a "particularly strong" 21.8 Nielsen rating and a 34 share (BROADCASTING, Oct. 3). The program remained consistently in the top 10 through the close of the year.

CBS and NBC fought over second place for the year. According to Nielsen's prime-time ratings for the 1977-78 season (Sept. 5-Dec. 11, 1977), NBC came in second to ABC nine times (and first once) while CBS managed to reach the second spot only five times. CBS led in daytime, but NBC led in late night and in early morning. ABC reigned on Saturday mornings.



In the beginning. *Roots*, broadcast a year ago, is still being felt.

The judgment, then, seemed to go to NBC for the number two spot—disheartening news for long-time leader CBS, which also celebrated its 50th anniversary in broadcasting last year (BROADCASTING, Sept. 19, 1977).

In spite of this frenetic network activity and some notable programs in the fall, as BROADCASTING reported in its first major review of the season's performance, "Prime-time stunting by the three commercial TV networks [is] beginning to look like extravaganzas that had no discernible impact on viewing habits." That evaluation turned out to be not altogether on the mark. In November Nielsen and Arbitron dropped a bombshell: the report of an average decline of 3% in the number of homes using television during prime time.

There was, and is, considerable disagreement among network executives whether their new scheduling techniques contributed to the HUT fall-off. But Michael H. Dann, a consultant who headed CBS-TV programming in some of that network's more successful years, offered an insightful explanation of the phenomenon. "For the first time," he said, "the American viewer—in either sweep or nonsweep period—cannot be sure what's on any of the three networks on a given night" (BROADCASTING, Nov. 28, 1977).

The jury is still out on the HUT question. For the time being, the rating companies are standing by their figures, and programmers, agencies, advertisers and others are trying to reconcile the new development with their plans for the future. CBS, for one, has virtually conceded Tuesday night to ABC's *Happy Days-Laverne and Shirley-Soap* juggernaut and moved its big guns—*M\*A\*S\*H* and *One Day at a Time*—to Monday. That change will come at the end of this month (BROADCASTING, Dec. 19, 1977).

Fourth networks were also in the news last year. The most widely publicized of the projects—the Metromedia/Oglivy & Mather/Benton & Bowles trial balloon called *Metronet*—deflated before it ever really got off the ground. A lack of interest among advertisers was reported to be the reason for the network's inability to get going.

Another attempt, the Paramount Television Service, was to have bowed in during the spring of 1978 with, among other programs, 22 new episodes of the science fiction series *Star Trek*. Claiming that it had 58 stations on board but that commercial time on the three established networks had not yet become "scarce enough," Paramount announced that it would postpone the starting date until the 1978-79 season (BROADCASTING, Nov. 7, 1977).

Amid all of the turmoil in New York, activities in Washington were also making their presences felt on the nation's airwaves. Some of the bigger stories to come out of the capital with direct impact on broadcasting included these: the U.S. Court of Appeals decision barring newspaper-broadcasting crossownerships; the



**Jimmy Cardigan.** The sweater said almost as much as the President did in his televised fireside chat last winter. Among his other uses of the TV medium in 1977: 21 broadcast press conferences.

Communications Act rewrite by the House Communications Subcommittee; the FCC's on-again-off-again network inquiry; President Carter's reorganization of the Office of Telecommunications Policy, and his appointments to key positions at various federal regulatory agencies.

The crossownership issue, which has been with broadcasters for most of the decade, hit home in early March when a Washington Court of Appeals panel ordered that "divestiture [of either co-owned newspapers or broadcast stations] is required except in those cases where the evidence clearly discloses that crossownership is in the public interest" (BROADCASTING, March 7, 1977). That case has been appealed to the U.S. Supreme Court, which is scheduled to hear oral arguments Jan. 16 (see "Where Things Stand," this issue).

Although the issue is still alive in the courts, some broadcast-newspaper owners have moved to divest themselves before the Supreme Court tells them to. Indicative of a growing trend toward dissolving newspaper-television crossownerships, the Washington Post Co. and the Evening News Association of Detroit announced last month they intended to swap their hometown stations, WTOP-TV Washington and WWJ-TV Detroit. Under the terms of the agreement, the Post Co. also agreed to pay the Evening News \$2 million (BROADCASTING, Dec. 12, 1977). During the year, eight such crossownerships in major markets were dissolved.

One of those was the *Washington Star's* ownership of WJLA-TV Washington. In the biggest trading deal in broadcasting history, Combined Communications Corp., a fast growing media group, agreed to acquire the Washington Star Communications Inc. station in a \$100-million deal that included swapping CCC's KOCO-TV

Oklahoma City (BROADCASTING, April 4, 1977). The sale of WJLA-TV was ordered by the FCC under the terms of its approval of the transfer of WSCI to Joseph Allbritton.

The crossownership issue was not the only one dealt with by the D.C. Court of Appeals last year. In the WBAI(FM) New York case, the court overturned an FCC ruling declaring the broadcast of a George Carlin comedy album to be indecent, and it also rejected the commission's modification of its pay cable rules (see "Where Things Stand").

Elsewhere in the capital, the House Communications Subcommittee worked on its rewrite of the 1934 Communications Act. Subcommittee Chairman Lionel Van Deerlin (D-Calif.) called for a "basement-to-penthouse revamping" of the act in 1976 but ended 1977 in frustration (see "Where Things Stand").

In addition to the rewrite, Representative Van Deerlin embarked on some other broadcast-related actions. After charges were raised concerning possible improprieties in the way some sports contests on the television networks had been conducted, the subcommittee headed by Mr. Van Deerlin held two days of hearings in early November. Those proceedings, which were the culmination of an investigation that had begun in July, drew admissions of error from CBS and ABC in the handling of some of their televised sports events—CBS's "winner-take-all" tennis series and ABC's controversial boxing "championship" telecasts (BROADCASTING, Nov. 7, 1977).

On the other side of the Hill, Senator Edward M. Kennedy (D-Mass.) raised a stir last summer when he proposed a "health hazards warning" for advertisements for products containing saccharin (BROADCASTING, July 25, 1977). The full Senate defeated that suggestion, however,



**Going out and coming in.** Richard E. Wiley becomes former FCC chairman as he takes leave of his last commission meeting and heads for the private life of a communications attorney. In his place by year's end was former Senate aide Charles D. Ferris, who is pictured here as he is sworn into office by Vice President Walter Mondale.

in a 55-39 vote in September, and the House of Representatives followed suit later that same month (BROADCASTING, Sept. 19, 26, 1977).

President Jimmy Carter made his presence felt in broadcasting circles during his first year in office. The President moved the Office of Telecommunications Policy from the White House and combined it with the Department of Commerce's new office, assistant secretary of telecommunications. There was also news in the appointments he made to key regulatory and policy-making positions. As BROADCASTING reported, "Now the administration is studded with men and women who in the past eight or 10 years ... had challenged government regulatory agencies ..." (BROADCASTING, Oct. 31, 1977).

Other initiatives taken by the President included his plan to reorganize the public broadcasting establishment and to combine the Voice of America and the United States Information Agency into a quasi-independent agency with loose ties to the Department of State and to the White House.

The transfer of OTP's duties became effective Oct. 19, 1977, as part of the President's reorganization of the entire

executive branch. Henry Geller, former general counsel of the FCC, is slated for appointment as the new assistant secretary for telecommunications (see story, page 37).

Mr. Geller was only one of the "outs" who increasingly assumed major positions of power and influence in the government under President Carter. Other notable appointments included that of Michael Pertschuk, former chief counsel of the Senate Commerce Committee, to be chairman of the Federal Trade Commission. Under him, two former public interest lawyers, Albert Kramer and Tracy Westen, assumed high staff positions in the Bureau of Consumer Protection. Mr. Kramer was named director of the bureau, and Mr. Westen deputy director. Those three were especially active last year in the FTC's ongoing investigation of children's advertising.

Another public interest lawyer, Robert Bruce, became general counsel of the FCC, and Frank Lloyd, a consultant at OTP on public broadcasting, also joined the FCC as administrative assistant to its new chairman, Charles D. Ferris.

Mr. Ferris, 44-year-old former general counsel to House Speaker Thomas P. (Tip)

O'Neill Jr. (D-Mass.), took over his new position Oct. 17, 1977, succeeding a Republican, Richard E. Wiley (who joined the law firm of Kirkland & Ellis. Tyrone Brown, former general counsel of Post-Newsweek Stations, was the President's other appointment to the FCC last year. The 35-year-old Washington Democrat took the seat of former Commissioner Benjamin Hooks, who left the commission in July to become executive director of the National Association for the Advancement of Colored People.

At the end of the year, there was little to report about the Ferris FCC in broadcasting and cable television actions. Mr. Ferris's biggest splash involved his decision to change the agency's working hours from 8 a.m.-4:30 p.m. to 9 a.m.-5:30 p.m. The commission staff balked at that, however, and the commission compromised by adopting a "flexitime" system, permitting some employees to begin work and leave early while making sure offices are staffed until 5:30 p.m.

Among early broadcast items Mr. Ferris is expected to bring to the commission this year is the revival of its network inquiry (see "Where Things Stand"). Before Mr. Ferris's arrival, the FCC made major news for broadcasters. In response to a Court of Appeals ruling, the commission suspended the collection of filing fees from all licensees (BROADCASTING, Jan. 3, 1977). It is under instructions from Congress to set a new fee schedule (see "Where Things Stand").

Under the government's new "sunshine" rules, the FCC began holding open meetings (BROADCASTING, March 28, 1977). An inquiry into the economic relationship between cable and television was begun. The commission said the inquiry was to provide factual information where "intuition" had been used to evaluate the impact of cable on local television stations (BROADCASTING, June 13, 1977). The U.S. Commission on Civil Rights issued a scathing report that was sharply critical of the FCC for permitting "stereotyped" portrayals of women and minorities on the air (BROADCASTING, Aug. 22, 1977). Petitions were presented to the commission to require a 45-day advance notice period for the selling of broadcast stations to give minorities a chance to bid, and the National Association of Broadcasters made a counterproposal that the FCC issue tax certificates to broadcasters who sell their stations to minority group members (BROADCASTING, Sept. 5, 1977).

In public broadcasting, the boards of the old National Public Radio and the Association of Public Radio Stations voted to merge those organizations into a revamped and refashioned National Public Radio (BROADCASTING, Jan. 31, 1977). Seven months later, a veteran political campaign organizer and journalist, Frank Mankiewicz, was tapped to be president of the new organization (BROADCASTING, July 18, 1977).

A new Carnegie Commission on the

*To page 32*

## 1977 at the networks: keeping up with the dramatis personae

No previous year in recent television memory brought the breadth and depth of TV network command changes that 1977 produced. CBS and the CBS/Broadcast Group underwent the most far-reaching realignment, but NBC also undertook a major reorganization. Even ABC, on the crest of the prime-time television ratings, made at least one key executive shift.

Central figures in the year's changes are shown on this page. Not all of them had their own jobs changed; indeed, one or two were not involved in personnel changes at all. For the most part, however, these are men who either moved into new jobs or moved others—or at least concurred in the moving of others—into new jobs.

At ABC, for instance, Leonard H. Goldenson remained in command as chairman and chief executive officer, the person ultimately responsible for the effects of any changes below. Frederick S. Pierce, president of ABC Television, had his authority extended early in the year to encompass all of ABC's TV activities, adding ABC News and ABC broadcast operations, and he himself initiated a major shift a few months later when he installed Roone Arledge, president of ABC Sports, in the new office of president of ABC News and Sports. William Sheehan, who had been president of ABC News, became senior vice president of news.

Fred Silverman, president of ABC Entertainment, helped to extend ABC-TV's prime-time ratings lead, solidifying what may have been the biggest prime-time rankings change in network history. His job didn't change, but there was recurrent speculation that it might—that, with his contract expiring next spring, he might choose to take on some other challenge.

At CBS, William S. Paley relinquished the responsibilities as chief executive that he had held for nearly half a century, but remained active as chairman. He turned the chief executive's duties over to John D. Backe, whom he had hand-picked as president seven months earlier.

In October the CBS/Broadcast Group was thoroughly reorganized. Gene F. Jankowski was named president, and three new line TV divisions were created, similar to ABC Television's organization: CBS Entertainment, to handle programing, with Robert A. Daly as president; CBS-TV Network, with James H. Rosenfield as president, and CBS Sports, with Robert J. Wussler, who had been president of CBS-TV, as president. John A. Schneider, whom Mr. Jankowski succeeded as president of the CBS/Broadcast Group, became senior vice president and general executive of CBS Inc.

At NBC, where recently installed RCA President Edgar H. Griffiths was giving RCA's broadcasting subsidiary closer attention than any of his predecessors, one set of major changes came in August. President Herbert S. Schlosser, who had added the chief executive's duties in January, announced that Robert E. Mulholland was succeeding Robert T. Howard as president of the network and, among other revisions, NBC Sports was set up as a separate NBC division. Mr. Howard later became vice president and general manager of NBC-owned WNBC-TV New York.

In subsequent changes Richard Wald resigned as president of NBC News and was succeeded by Lester Crystal, and Paul Klein was elevated from number two man in NBC-TV programing to number one, succeeding Irwin Segelstein as vice president in charge of programing. Mr. Segelstein became executive vice president, program planning.



Goldenson



Pierce



Silverman



Backe and Paley



Jankowski



Schneider and Wussler



Daly



Rosenfield



Griffiths



Schlosser



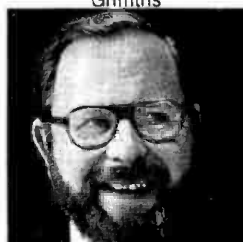
Mulholland



Howard



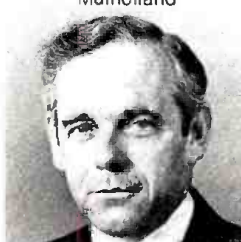
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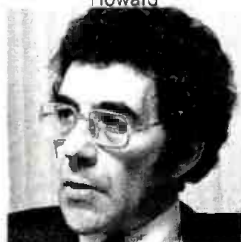
Segelstein



Arledge



Sheehan



Crystal



Wald

Future of Public Broadcasting was formed to review the 10-year-old system and, as the name implied, to establish goals for it in the future. William McGill, president of Columbia University, was selected to head the 20-member commission that has held public meetings thus far in Washington, New York and Chicago (BROADCASTING, June 20, 1977).

Last month, Henry Loomis, president of the Corporation for Public Broadcasting, announced he would be retiring from the \$70,000-a-year position. Mr. Loomis's announcement came amid considerable criticism of CPB under his five-year guidance (BROADCASTING, Dec. 19, 1977).

The big news in public broadcasting for 1977 was, however, President Carter's proposal to overhaul the system. The President's plan called for the creation of a "truly national service, something public broadcasting" had not been. The plan, which assured, among other things, a long-sought five-year authorization, was an attempt to refocus and clarify the functions of the various public broadcasting organizations and to strengthen the system's independence in general and as a journalistic medium (BROADCASTING, Oct. 3, 1977).

Nineteen seventy-seven turned out to be a watershed year in technology as well. The home video-tape recording industry was poised at the "brink of a breakthrough in the consumer electronics market," BROADCASTING said in a "Special Report" on the new home entertainment medium. "Clearly, there is evidence to support the contention that home video recording is an idea whose time has come," the report said.

Manufacturers hit the Christmas season with an array of the \$1,000-plus recorders, and their multimillion-dollar gambles appeared to pay off (BROADCASTING, Oct. 24, 1977).

Another television-related product was also taking the consumers by storm—video games. A carry-over from 1976, another "Special Report" noted, "Many members of the games industry ... feel that time and technology are on their side."

Said one manufacturer: "Before you know it you're going to have so many different things you can do with that set that they [the networks] will have lost control. They have to be worried." Both Arbitron and A.C. Nielsen said the use of such games, which is detectable in ratings samples, had not yet produced a significant statistic (BROADCASTING, Jan. 24, 1977).

Less down-to-earth examples of the new technology of communications included the beginnings of satellite distribution systems. Both the Public Broadcasting Service and National Public Radio began work on their new systems that will feed programs to member stations via Western Union's Westar satellite. Joining them on the bird will be Mutual Broadcasting System, the first commercial broadcasting network to announce its intentions to forsake terrestrial land lines in favor of satellites (BROADCASTING, Nov. 28, 1977).



**So long, CBS.** Two of the most publicized leave-takings of the year happened at (or to) CBS—Mary Tyler Moore called it quits with her weekly series of the same name, and Eric Sevareid, who had been with the network for nearly 40 years, retired on becoming 65—mandatory retirement age at the company.

Amway Corp., a privately held manufacturer and distributor of home and personal-care products, bought the 780-affiliate Mutual system for \$18 million (BROADCASTING, Aug. 15, 1977).

The pay-cable industry also reported some good news when Home Box Office Inc., which controls 80% of the business, announced that it made its first profit in its nearly five years of operation (BROADCASTING, Oct. 17, 1977).

An attempted take-over that did not come to pass last year was Storer Broadcasting's \$57 million offer for Viacom International Inc. (BROADCASTING, Jan. 17, 24, 1977).

In broadcast journalism, too, 1977 accounted for some notable events. Newsmen were confronted with issues such as the coverage of terrorists when a band of Hanafi Muslims held Washington at bay for three days. In Miami, a 15-year-old boy on trial for first-degree murder accused televised violence of leading him to kill, but the irony of his plea was that television took his trial into the homes of thousands. Television again carried the face and voice of Richard Nixon as the former President told his side of Watergate and of his years in office to David Frost in a syndicated series.

Maurice Williams, a 24-year-old re-



porter for WHUR-FM Washington, was on his regular city hall beat in the capital's District Building Wednesday, March 9, 1977, when, as he stepped off of an elevator on to the fifth floor, a gunman shot him. It was the beginning of a three-day siege in Washington. A band of terrorists held 134 persons hostage and took over three of the city's buildings in a bizarre display of violence, fear and media manipulation (BROADCASTING, March 14, 1977).

During the 39-hour siege, scrambling reporters found themselves at once covering a news event while participating in it. Max Robinson, anchorman for WTOP-TV Washington, became involved when he received a call from Hanafi Muslim leader Hamaas Abdul Khaalis, who spelled out the chief demand: that authorities deliver to the B'nai B'rith building five Black Muslims serving life terms and another who was acquitted of the murder in 1973 of seven Hanafi. While reporting on those murders and trial, Mr. Robinson had established a rapport with the Hanafi leader.

Earlier, a WTOP(AM) reporter, Jim Bohannon, quoted a wire story calling the group "Black Muslims," and the Hanafi leader called the station and demanded an apology or, he said, "I'm going to kill someone and throw him out the window." The apology was immediate.

The Hanafi affair was only the most visible terrorist event of the year. There were others, and the issue of coverage—how much and how thorough—became an important one to all broadcast journalists. The chief of police in Washington late last year proposed a "mutual agreement" between the police and newsmen on coverage. Journalists were cool to the proposal, however, and one called it a request for "carte blanche for the police to abrogate First Amendment rights" (BROADCASTING, Dec. 12, 1977).

Another news story, the murder trial of Ronny Zamora in Miami, also attracted national publicity. In defense, Zamora's attorney, Ellis Rubin, declared that his 15-year-old client was insane, due to "involuntary, subliminal television intoxication." The strange twist of it all, however, was that the boy's trial was televised and presented to Miami viewers.

The jury rejected the plea and convicted the boy of first-degree murder. The judge in the case, H. Paul Baker, had refused to allow testimony on the theoretical question of the relationship between televised violence and crime. In his report to the state supreme court on the coverage of the case, Judge Baker said, "The conduct of the Zamora trial in this pilot experiment must be viewed as a success."

"The court took the position," wrote the judge, "that access to the actual trial proceedings in this pilot program was a major step in the media's favor." Judge Baker added that he did not feel the successful coverage of the Zamora trial was, in and of itself, reason enough to open the doors of the courts to radio and television but that it would have to contribute to the complete record of the state's experiment.

There were other major journalism stories of 1977. NBC signed an agreement with the Soviet Olympic organizing committee for the U.S. broadcast rights to the 1980 Moscow games for \$85 million (BROADCASTING, Feb. 7, 1977). CBS News admitted that during the 1950's and early 1960's it helped the Central Intelligence Agency by allowing CIA agents to monitor news reports coming into the network's studios and providing them with outtakes and blow-ups of news footage (BROADCASTING, May 30, June 6, 1977).

It was also the year Richard Nixon again entered the living rooms of America. In the first of a series of four televised interviews with David Frost, Mr. Nixon admitted that he "let the country down." It was not an admission of guilt, but, as editorial writers across the country wrote, it was the closest the disgraced ex-President was likely to come (BROADCASTING, May 9, 1977).

The four 90-minute interviews (BROADCASTING, May 4, 12, 19 and 25, 1977) on an ad hoc network set up by Syndicast Services were fed to more than 124 stations with a national coverage of about 90%. Mutual Broadcasting carried them on radio. A fifth interview was aired in the fall.

Television journalists received credit for participation in what may be remembered as the news story of 1977—the visit of Egyptian President Anwar Sadat to Israel. CBS newsmen Walter Cronkite conducted satellite interviews with Israeli Prime Minister Menahem Begin and with Mr. Sadat and not only discussed the prospect of a visit, but when interviewing the latter, also may have helped to set an approximate date.

After Mr. Sadat said, "I'm looking forward to fulfilling this visit at the earliest time possible," Mr. Cronkite asked, "That could be, say, within a week?" President Sadat replied, "That's right."

During his interview with Mr. Begin, Mr. Cronkite put Mr. Sadat's answer to the prime minister, who said he would accept a visit "any time, any day" Mr. Sadat would be prepared to come.

ABC News later the same day informed Mr. Begin that Mr. Sadat wished to receive a formal invitation from him. Mr. Begin then credited "a representative of American television" with prompting his decision to issue that invitation immediately.

When the historic visit came a week later, television crews were there in force. For a total of more than 24 broadcast hours, the three commercial television networks focused on the Mideast. They carried Mr. Sadat's address to the Israeli Knesset, and they each held interviews with the two leaders. (BROADCASTING, Nov. 21, 28, 1977).

There were, of course, other stories of 1977—enough, in fact, to fill 51 issues of this magazine. There were small stories about people such as actress Tina Andrews, whose interracial love affair on NBC's *Days of Our Lives* prompted a flood of hate mail. Or of Ron Smith, a Californian who bought four radio stations and went from being a rancher to a broadcaster in only about two months. There was the story about the sexy Muriel cigars commercial that the CBS censors found "too hot to handle." Stories that in the rush of great events and news may have little, impact on the future of the world or of broadcasting, but did contribute to the news of the year and of broadcasting. ■



**History book.** Egyptian President Anwar Sadat made an unprecedented address before the Israeli parliament, and TV took the story to the world.

### 1978: The curve continues upward

**TV expected to gain 14% in sales and profits; 10% rise forecast for radio; it's a rerun of 1977**

Broadcasting economists, sales specialists and Wall Street analysts agree that broadcasting business in 1977 set new records in sales—and undoubtedly in profits as well—and that it should certainly do so again in 1978. The question now is whether broadcasters will be satisfied with the size of the gains to come.

A lot of stations were disappointed with 1977, even though for many it was easily the best year they ever had. They couldn't forget 1976 and the whopping increases it had given them: for television a 27% rise in revenues and a 60% jump in pretax profits; for radio a 17% gain in revenues and a 97% rise in pretax profits.

Figures like those are hard to repeat, and 1977's results sounded to many like a distressingly faint echo: an estimated 14% rise in television revenues, close to that in radio.

What the disappointed overlooked was that, except for 1976, television had achieved an annual growth of as much as 14% only once in the preceding 20 years, and radio hadn't done it in more than 30. Those who viewed it that way thought 1977 looked more respectable.

In the opinion of most experts 1978 gains will be, by and large, a rerun of 1977's. Their forecasts anticipate 1978 television revenue growth on the order of 1977's, maybe a little better, maybe not quite as good, while radio in 1978 is expected to grow by 10% or more for the third year in a row.

As Richard P. Doherty, a leading broadcasting economist, puts it in his annual economic review and forecast for BROADCASTING, most television and radio stations can look for "modestly good" revenue gains and "slightly increased profits if they properly control operating expenses."

The forecasts carry the usual conditions. Among them: that no economic recession develop in 1978, and that the government impose no crippling restrictions on advertising or the broadcast media.

Most broadcasting specialists do not expect the former and are hopeful about the latter, although several threatening regulatory moves are afoot. For whatever comfort it offers, many outside experts seem to agree with Carl Spielvogel, vice

chairman for operations, Interpublic Group of Companies, who told a Wall Street seminar a few weeks ago that "I don't see any entire category being ruled out in 1978," a la cigarette advertising on radio and television in 1971.

For the most part, 1978's problems for broadcasting business look to be extensions of 1977's. Competition from other media will undoubtedly stiffen. Magazines, the fastest growing advertising medium in 1977, and newspapers, the biggest, plan to step up their efforts to lure budgets away from television in particular, building on their "soaring TV prices" theme.

That theme helped magazines boost their advertising revenues by an estimated 20% in 1977, to about \$2 billion, and helped newspapers add approximately 11% to reach \$11.03 billion. At the same time television was picking up about 14%, reaching \$7.655 billion. For 1978, the Newspaper Advertising Bureau isn't ready to say what its goal is, but the Magazine Publishers Association has its eye on 12%-15% growth, which is in the same target area that the Television Bureau of Advertising and most other authorities have set for TV.

Some independent observers feel that the high-prices argument against television may be beginning to lose some of its steam. Network authorities say that they anticipate "more modest" increases in their cost-per-thousand this year, and the rise in station C-P-M's is also expected to be relatively small. For instance, William P. Suter, vice president and broadcasting industry specialist at Merrill Lynch, Pierce, Fenner & Smith, has projected a 3%-6% increase in average station C-P-M this year, as compared with an estimated 8% increase in 1977 and 24% in 1976.

And TVB has been careful to point out that in any event, despite all the noise about high television prices, TV's costs in 1977 still ranged "between \$1.44 and \$3.44 per thousand homes—less than half the cost of consumer magazines, less than a third the cost of daily newspapers."

To the extent that prices affect budgets, radio has to be a beneficiary: Its costs are lowest of all—a factor that, along with reach and frequency, has contributed much to radio's growth and led some authorities to suggest that it may be the fastest-growing medium in the future. The Radio Advertising Bureau has been—and still is—promoting this efficiency factor extensively in cooperation with radio broadcasters throughout the country.

A newer problem for television, one that developed into an issue in the latter

part of 1977 and ties into pricing, is the slippage in homes-using-television levels as reported by both Nielsen and Arbitron. The reason for the decline has not been firmly established, but Nielsen—along with most agencies and advertisers—takes the position that it's not the result of some fluke but reflects, instead, a real decline in viewing.

In November, the drop-off in Nielsen's national HUT levels from year-ago numbers amounted to 3% in prime time and 7% in daytime, or a net loss of about 260,000 homes and 870,000 homes respectively. (For the first two weeks of December, the losses dropped to 2% in prime time and 3% in daytime.)

Some agency executives say the decline, even at the November levels, is not big enough to be concerned about. Wall Street sources generally seem to share that view, though some feel that the daytime drop in particular could prove troublesome if it persists.

"The HUT levels could have some impact on price increases in 1978," said Merrill Lynch's Bill Suter. "I don't mean a big problem, but it could be a negotiating wedge for agencies."

As for the bottom line, 1978 forecasts vary, but Wall Street analysts who follow the major publicly traded group owners seem to anticipate, in most cases, somewhat smaller increases in earnings per share than those estimated for 1977.

Anthony Hoffman, vice president and broadcast specialist at Bache Halsey Stuart Shields Inc., estimates that 1978 operating earnings per share, for example, will run about 15% higher than his estimates of 1977 EPS's, whereas his 1977 estimates ranged from 11% to 26% higher than 1976 results (52% higher in the case of ABC). His current projections are shown in the following table, along with 1976's actual results:

	1976	1977 est.	1978 est.
ABC	\$4.05	\$6.15	\$7.25
CBS	5.75	6.60	7.40
Capital Cities	4.60	5.55	6.30
Combined Communications	2.38	3.00	3.50
Cox	3.19*	3.65	4.20
LIN	2.36	2.96	3.50
Metromedia	4.35	4.85	5.60
Storer	2.77	2.70	3.20
Taft	13.79	4.55	5.20

\*Restated to reflect acquisition of Cox Cable.

Mr. Doherty, who is president of TV-Radio Management Consultants, based at Dennis, Mass., told BROADCASTING that his revenue-trends survey of stations for 1977 turned up several unusual findings, for some of which he could offer no immediate explanation.

■ The proportion of stations, both TV and radio, reporting 1977 declines or no change in total revenues was the highest in several years. "What this indicates, or portends," he said, "is something which we aren't qualified to explain at this time."

■ "In general, but with certain exceptions, most major group broadcast companies had lower percentage revenue gains (average for all their stations) than did the majority of individual stations," Mr. Doherty asserted.

■ "Over-all," he said, "both TV and radio stations tended to have the smallest percentage revenue gains, or largest percentage declines, in the Northeast and the upper central Midwest sector of the nation. At this stage, we don't have adequate background knowledge to explain this finding."

■ While 1977 was a "modestly satisfactory" profit year for most TV and radio stations, it was one of "excellent gains" for some and "discouraging declines in revenues and profits" for others. "We have never had such a wide high-low spread in station percent revenue gains and/or declines in any of our previous surveys."

■ In general Mr. Doherty predicted that "the great majority of TV and/or radio stations will have achieved a lower profit margin in 1977 than in the big year of 1976, even though their dollar revenue increased moderately."

Not so surprisingly, given ABC-TV's commanding lead in the prime-time ratings, the survey also found that ABC-TV affiliates "experienced larger 1977 percentage increases in total revenues (from all sources) than did typical CBS and NBC affiliates."

From the station standpoint, Mr. Doherty said that while the 1977 increases weren't up to the bonanza levels of 1976, "the actual facts indicate that calendar 1977 produced an 8% gain in aggregate TV station revenues and a 9%-10% rise in aggregate radio station revenues."

Although 1977 produced record radio and TV revenues and profits, it did not by any means do so for all stations, according to Mr. Doherty's annual analysis and forecast for BROADCASTING.

"Except for the boom experience of 1976, we would normally regard these revenue gains as quite satisfactory. Obviously, the dollar revenues of both TV and radio stations again reached a new historical high."

"Looking ahead into 1978, we certainly are not going to achieve anything like the extraordinary percentage gains of 1976, but the majority of both TV and radio stations should again achieve moderately higher net broadcast revenues than in 1977. For the majority of TV and radio sta-

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tion owners I advise that they anticipate, for 1978, a year of 'modestly good' revenue increases and slightly increased profits if they properly control operating expenses."

Mr. Doherty's projections in past forecasts for BROADCASTING have been close to the mark. A year ago, for instance, he estimated that 1976 would show gains of 30%-32% for spot TV, 20%-22% for local TV, 18%-20% for spot radio and 15%-17% for local radio (BROADCASTING, Jan. 3, 1977)—estimates that essentially were confirmed when FCC reports put spot TV's rise at 32%, local TV's at 24%, spot radio's at 18.8% and local radio's at 16%.

For 1978 he offered the following predictions:

- "Total broadcast advertising (TV and radio) will again reach a new historically high dollar level and should absorb approximately 28% of the nation's all-media advertising dollar pie, thus constituting the largest single segment of the all-media dollar pie."

- "All-media advertising will achieve an 8%-9% rise over 1977 and reach \$40 billion to \$41 billion."

- "Total TV advertising expenditures should rise by 13%-15% versus 1977, including network revenues."

- "National TV network revenues will rise by 15%-17%."

- "Total TV station net broadcast revenues (all sources) will likely rise by 10%-11%, which is approximately the straight-line average all-industry annual rate of growth over the past 10 years."

- "Total TV station national spot sales will improve 7%-8%."

- "Local TV advertising should advance by about 12%."

- "Radio station net broadcast revenues for the total AM-FM industry should by year end acquire a dollar improvement of approximately 10% based heavily on local advertising—which is slightly better than the all-industry average annual rate of growth over the past 10 years."

- "As has been true the past several years, local advertising will be the primary source of radio station sales revenue improvement, with an expected over-all 1978 national average increase of 12% while radio national spot rises by about 7%."

Looking back on 1977, Mr. Doherty said his station survey indicated these specific gains:

Television—national-regional business up 5%-5.5%, local up 10%-11%, network compensation up 5%. He estimated national spot and local rates rose 4%-7% respectively.

Radio—national-regional business up 8%-9%, local up 11%-12%. Both national and local rates, he estimated, rose about 4%.

The survey didn't include enough independently owned FM stations for statistical projections, Mr. Doherty said, but "from our experience with FM station clients we hazard the opinion that the in-

dependent (separate) FM segment of the radio industry achieved between 15% and 17% gains in 1977 net broadcast revenue, albeit from a lower dollar base than for the majority of AM stations, in given markets."

Mr. Doherty said he based his 1978 predictions on "three basic assumptions: (a) that Congress and the Carter administration will finally enact reasonably sound tax and energy bills while avoiding various strong inflationary pressures, (b) that the Arab states will not create another oil-price crisis and (c) that during 1978 the U.S. does not plunge into an expanded foreign trade deficit which would substantially depreciate the international value of the dollar."

"The American private economy is essentially sound and will participate in a genuine 1978 recovery cycle, albeit at a modestly slow growth rate. Such will continue through 1978 and into 1979 unless Congress and the Carter administration (politically or inadvertently) produce, in 1978, 'barriers to progress' via economically unsound tax laws and/or inflation-creating deficit spending for presumed employment purposes. The principal tax and energy laws must encourage capital spending, improved business profits and the creation of an economically progressive economic psychology if 1978 and 1979 are to become further recovery years, without the cumulative germs of a recession in 1979-80, including a return to double-digit inflation in 1978."

"As an economist I could envision a 1979-80 recession if Congress and the Carter administration fail, in 1978, to pursue sound economic, tax and financial policy, or, if the major 'other' nations slip into a recession toward which they are now trending."

"If, illogically, the tentative tax proposal that corporate institutional advertising be disallowed (in whole or part) as an operating expense should materialize, much media advertising and especially TV advertising would be injured. A considerable number of companies currently allocate fairly substantial portions of their broadcast budgets for so-called institutional promotion and/or good will advertising. This proposed tax-expense legislation is a violent intrusion upon the nation's free enterprise system."

Mr. Doherty said that unlike many economists, he believes 1978 "will find the national economy slowly emerging from the recent 1977 plateau and developing a modest recovery, especially as the year unfolds. Dollar-expressed gross national product should rise by some 11%-11.5% and, because prices will rise by 6%-6.5%, real GNP will advance by about 5% . . ."

"At this juncture I cannot foresee any reason to expect a 1978 boom recovery year, but I anticipate a moderate recovery year, slightly better than 1977. Definitely, I do not expect a recession year for 1978. On the other hand, I don't envision anything as low as a 3.5%-4% rise in real GNP as predicted by some economists."

### Mr. Carter's communications policy: the stage is set for change

**It's taken almost a full year to get the players in place, but now that they're there, a pattern is emerging: It's one of readiness to risk what's worked before to reap what might work better tomorrow**

To Representative Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, "This nation is literally careening toward a telecommunications future which draws closer every day." To Representative Timothy Wirth (D-Colo.), "Information is power, and the terms of access to information determine who has influence and who reaps benefits in our society." To the staff of the Senate Communications Subcommittee, "New technologies will have a major impact on telecommunications in the coming decade, not only by offering new and more efficient services, but also by posing a competitive and possibly disruptive threat to existing systems."

Against the background of those statements of the seemingly cosmic significance of the telecommunications issues confronting the country, the Carter administration is completing the (unexpec-

tedly arduous) task of putting in place, largely in the Department of Commerce, the new unit that will power its communications policy-making machinery.

And Commerce is welcoming the unit—expected to be called the National Telecommunications and Information Administration (NTIA), a combination largely of the White House's Office of Telecommunications Policy and Commerce's own Office of Telecommunications—with enthusiasm matching in intensity the feelings reflected in the statements quoted above. Undersecretary Sidney Harman has described the unit's mission as "the most interesting and, over the next decade, the most challenging government will have" (BROADCASTING, Sept. 26, 1977).

The issues—the product of rapidly developing technology—are indeed mind-straining. For the most part, they involve common-carrier and spectrum-allocation matters, such as a question as to whether computers with capacity to communicate with one another constitute a communications service that should be regulated by the FCC—a question in which the competitive positions of giant companies such as AT&T and IBM are involved. Broadcasting and cable issues seem to have receded from the first rank of importance, but sometimes they are overlapped by those involving common carrier and spectrum, as in such matters as direct broadcast satellites and fiber optics' potential as a substitute for the electromagnetic spectrum as a medium for the transmission of television signals.

There is also the sheer size of the communications industry. According to Marc U. Porat, an economist who is now with

the Aspen Institute Program on Communications and Society, the "production, processing and distribution of information goods and services" generate almost half the wages paid in the U.S. and close to half the nation's \$1.8 trillion gross national product. He also says that about 45% of all jobs in the country are in "information occupations."

Thus, communications seems to be an area in which the Carter administration can make a lasting mark. And indications are that the administration, as well as the FCC, is ready to take a fresh look and attempt to strike off in new directions.

The hard evidence on which such judgments can be made is not yet in. In its first year, the Carter administration has sounded something of a muffled trumpet in communications matters. It reorganized its telecommunications policy-making administration, dismantling OTP and shifting its functions to Commerce, the Office of Management and Budget, and the Executive Office of the President; sent Congress a public broadcasting bill providing for increased, five-year funding and designed to eliminate overlapping functions among public broadcasting's various elements and to afford additional protection against government interference in public broadcasting programming, and made—or soon will make—key appointments in the communications field. And that's the sum.

But the appointments would seem to be a harbinger. So would an attitude in the administration and, to a degree at least on Capitol Hill, that it may well be time for a change in regulatory policy.

First, the appointments:

In Henry Geller, the former FCC



Ferris



Geller



Van Deerlin

deputy and general counsel under Presidents Kennedy and Johnson whom Secretary of Commerce Juanita Kreps will recommend to President Carter as the person to nominate as assistant secretary in charge of the new unit, the administration will have an official who is regarded not only as skilled in the law and politics of communications policy but as highly motivated as well. His bias, his record indicates, is not toward any particular industry or industry in general but toward government and the power it affords to affect public policy. (His years out of government, first at Rand Corp. then at the Aspen Institute Program on Communications and Society, were, his friends say, years of frustration.) "My philosophy is that the public interest controls," he says. "You ought, therefore, to act on what protects the public interest. And you ought to do that on the basis of economic analysis."

As assistant secretary for NTIA—his nomination is expected to be made in February—Mr. Geller will be President Carter's principal adviser on and spokesman for telecommunications matters.

In Charles D. Ferris, the FCC has a new chairman who comes from important staff posts on Capitol Hill without experience in the communications field, but, again, with no ties to any group in it. He considers lack of experience an asset; he reviews every item on the commission's agenda without preconceived ideas, he says. Indeed, he examines most items, even those the staff regards as routine, with a thoroughness that sets everyone to rethinking his position. (Mr. Ferris, his aides say, is causing the staff to re-examine first principles.)

And in Tyrone Brown, a lawyer picked by President Carter to succeed the resigned Benjamin L. Hooks, the commission has a member who is regarded as bright and as having an enormous capacity for work. Conventional wisdom has it that he will generally support Chairman Ferris. But thus far, Commissioner Brown has demonstrated independence and an approach that could almost be described as cerebral.

For members of industries who are concerned with preserving the status quo, there would not seem to be much to choose from among those three. As one White House aide said, in response to criticism that President Carter had not effected much change, "There will be changes—made by the people Carter has appointed."

As for the possible change in attitude, that involves the view that government is too pervasive, that it should back off and permit the marketplace to perform a greater role in the regulatory process. That view, once largely the property of conservatives, may be taking hold in the Carter administration. White House aides say that is the position of President Carter. "We can assure you the President means what he said; he's said it internally, frequently." And Mr. Geller makes the same point: "To the extent you can have a structure work for you, you're better off

than having close government regulation."

But, as deregulation is discussed—not only in the administration but among academicians, who seem to be almost unanimous in their support of the concept—it might not be an unmixed blessing for regulated industries. For deregulation can also mean lowering marketplace barriers to entry by new services. (How does the President feel about that? "We're looking to Henry [Geller] to advise him on where to go," an aide says.)

That concept is explicit in the thinking of Representative Van Deerlin, as he looks ahead to the proposed revision of the Communications Act the Communications Subcommittee is drafting, in preparation for hearings this spring. He feels the Communications Act should make clear that, when a new service seeks entry into a market—cable television, to take an obvious example—it should not be required to demonstrate it would not harm an existing service; the established service, he says, should bear the burden of proof (BROADCASTING, Dec. 19, 1977).

The entire rewrite project, of course, reflects the idea that basic changes in the nation's regulatory policy are required, that the 1934 act can no longer accommodate the kinds of services and problems created by an ever developing technology. But the project is a troubled one. Representative Van Deerlin has failed to rally broadcaster support for various controversial provisions—for instance, one requiring payment of a fee, to be used possibly to finance public broadcasting, in return for provisions easing the regulatory burden on broadcasting. ("I could never get Section 315 repealed by itself," he said the other day.) And while he insists "broadcaster support isn't necessary" to the success of the legislative effort, he does not hide his disappointment. "I'd rather have broadcasters in than out," he said. "That's why I spent so much time cultivating them." He was referring to meetings held in Washington and San Diego with members of a broadcasters rewrite advisory committee.

Whatever the ultimate fate of the rewrite project—and Representative Van Deerlin is resigned to a long, hard struggle, the emergence this year of "a delineated House position" on the proposal would satisfy him—it will serve the purpose at least of drawing from the Carter administration its position on the issues that are raised. For the administration will respond, in presumably considerable detail, to the rewrite. Indeed, preliminary work in preparation for such a response has been under way at OTP for almost a year.

What "administration" means in that connection is instructive. Mr. Geller will be the administration's spokesman and will provide a proposed statement. But that will be reviewed by members of the White House Domestic Policy Staff who are concerned with communications matters. And those issues they feel require presidential attention will be staffed up through Stuart Eizenstat, the President's

assistant for domestic affairs and policy. Matters affecting other agencies will be referred to them, and where policy differences crop up, the policy staff members will, an official explains, perform "a coordinating" job. (To facilitate that task, a communications policy group, which will include representatives of affected agencies and departments and on which Mr. Geller will play the key role, is being established.)

That generally is the procedure followed in establishing administration policy in all areas.

The names of three Domestic Policy Staff members who have a hand in communications matters are not unfamiliar to those who follow communications issues. The senior member is Si Lazarus, 36, an associate director, who 10 years ago was a legal assistant to then-FCC Commissioner Nicholas Johnson but who in recent years was with the Arnold & Porter law firm. Like everyone else on the policy staff, his duties cut across a number of areas, and the member spending most time on communications is Rick Neustadt, 29, an assistant director. Mr. Neustadt is a lawyer who has journalistic credits that include service as a writer for Walter Cronkite. Of the three, he has been the one most visible over the past year, in his role as a White House liaison with OTP and in helping to prepare the public broadcasting bill and in lobbying for it on Capitol Hill. The third member is Steve Simmons, 31, another assistant director who is a former law professor at the University of California at Irvine. He has written a number of law review articles on communications law in which he argues broadcasters' First Amendment rights.

Beyond the Communications Act rewrite—an issue which, concededly, will require a great deal of getting beyond—there appear to be relatively few communications items of major significance on Congress's agenda this year. One is the public broadcasting bill, on which both House and Senate Communications Subcommittees have promised hearings. (Administration officials are optimistic about the chances of passage of the measure, although not necessarily in the precise form in which it was sent to Congress: Representative Van Deerlin has been critical of it, as have members of his and the Senate Communications Subcommittee's staffs.) Another involves Representative Van Deerlin's intention to hold hearings on the U.S. preparations for the World Administrative Radio Conference to be held in 1979 to establish international spectrum allocations that would be expected to remain in effect until the end of the century. (Former FCC Commissioner Glen O. Robinson, who now teaches law at the University of Virginia, is expected to be named to head the U.S. delegation.) And a third will be the legislative proposal, to be drafted by Senator Ernest Hollings (D-S.C.), chairman of the Senate Communications Subcommittee, to define cable television's status in law.

The FCC will have a full plate of major

issues, but, again, those of overriding importance, in terms of impact on the economy, on the shape of communications services and even on foreign affairs, are in the common carrier area. One item mentioned frequently by observers as the most significant involves the "computer inquiry," which is concerned with the difficult and delicate question of distinguishing between data processing and communications, at a time when technology has badly blurred the point of demarcation. If the commission decides that the service is data processing and not communications and that regulation should simply be left to the marketplace, as urged by IBM, which is providing equipment for the service, AT&T would be barred by a 1956 consent decree from engaging in what is a lucrative business. For the decree limits its activities to communications services.

Then, there is Commissioner Joseph Fogarty's call for an inquiry into the validity of what, until recently, at least,

another cable, which would be borne by the public, could not be justified. However, petitions for reconsideration are expected. What's more, the proceeding has served to point up—to members of the Carter administration, among others—inadequacies in the U.S.'s policy-making machinery in international telecommunications matters.

The commission is also confronting a number of projects that will afford it the opportunity to make basic decisions in the broadcasting and cable industries. The principal item, perhaps, is the resumption of the inquiry into alleged network dominance of the television industry—a project that remains stalled because of Chairman Ferris's inability to find and recruit a person he feels is qualified to head the inquiry as staff director.

Then, too, there are the reopening of the children's television inquiry that the chairman has promised, the pending inquiry into the economic relationship between cable and broadcast television, a

ing OMB discharge its responsibilities for setting policy for the procurement and management of telecommunications systems for the government than on any other aspect of its work. But in terms of its responsibilities for the nongovernment side of the spectrum, Mr. Geller, who for the past two months has been serving as a consultant to Commerce, taking the lead in establishing the new unit there, says, "We'll look at long-term problems, not short-term crises, or interfere in particular cases. The idea is to help Congress with its consideration of legislation and to help the FCC when it wrestles with long-term problems, particularly where economic and technological analyses can be most useful." For instance, not only will NTIA respond to the proposed Communications Act rewrite, it will participate in the commission's inquiry into the economic relationship between cable and broadcast television.

But NTIA will do more than respond to the initiatives of others. Mr. Geller says it



Neustadt



Lazarus



Simmons

seemed an immutable fact of life—the monopoly status accorded interstate communications services, including long-distance telephone. At present, the commission permits interstate competition only in private line service. Commissioner Fogarty feels AT&T should bear the burden of showing a natural monopoly exists in other interstate services or that there is a public interest reason for operating them as a monopoly.

And the so-called TAT-7 proceeding, one of the most controversial in which the commission has been involved in years probably is not concluded yet. In deciding last month not to approve the laying of a seventh trans-Atlantic cable through 1985, the commission rejected the arguments not only of AT&T, which hoped to build the cable, but of a number of European countries, the State Department and OTP. The commission's position is that there is sufficient satellite capacity to handle traffic across the Atlantic and that, as a result, the additional cost of

number of projects aimed at promoting the development of UHF television and the work of a task force drafting a master plan for the use of the UHF portion of the spectrum, the study expected to get under way in 1978 into the role of translators in the television-cable television scheme, matters looking to a loosening of cable television rules and the Motion Picture Association of America's plea for an end to Ted Turner-style "super stations"—those made possible through the distribution by satellite of their signals to cable systems around the country. In short, there is plenty of opportunity for reshaping policy. But it is in the emerging NTIA where the greatest potential for influencing communications policy for the long run may reside.

Indeed, helping to shape or at least influence policy is a major reason for its existence. Actually, in terms of resources, the 280-person administration will expend more of them on managing the government's side of the spectrum and in aid-

will commit resources to projects it feels need doing. The most pressing, in Mr. Geller's view, deal with common carrier issues—with questions arising from the FCC's policy of promoting competition in the common carrier field, for instance. "Where do you draw the line between competition and monopoly?" he asks, for openers. "What is the effect on rates, on residential and on rural? How do you insure against unfair competition?" The studies that are done to answer those questions may lead either to legislation or to proposals filed with the FCC.

The stress on common carrier issues, however, does not mean broadcasting and cable matters will be ignored. One project to be undertaken involves direct broadcast satellites. "We'll study what the Japanese are doing in the field, what the technology is, what would it benefit, how would it impact on localism. Those, he said, "are the types of issues this office ought to be concerned with."

Another is the issue, first raised in the

1974 Cabinet Committee Report on Cable Television, as to whether system owners should be barred from originating programming (BROADCASTING, Jan. 21, 1974). "Having staked so much on the report, I assume we would follow up on it if it becomes a germane issue again," Mr. Geller says. But, he adds, "cable has to succeed in the major markets before that becomes a burning issue again ...

Spectrum-management is another issue of concern to the administration. Mr. Neustadt talks of the need to establish improved systems of planning for spectrum use as spectrum space becomes increasingly scarce. "We need a more rational way of allocating resources and more incentives for people to use the minimum amount of spectrum necessary to accomplish their goals," he says.

And he talks of long-range analyses that would permit policy decisions made today to fit in with the future where technology is headed. "A classic example is the broadband wire set of issues," he says. "Potentially, technology is available for the transmission of television through wire, through fiber optics ... But that poses real problems for localism, and it poses problems for people in rural areas, for poor people who could not afford it. But we can help develop a vision of how these things shake out, so that when we make these policy judgments today, we know where they're going to lead us in a decade."

But while Mr. Geller and Mr. Neustadt talk mainly of hardware and economics and long-range planning and underlying principles, the first project NTIA will undertake involves the matter of minority ownership of broadcast properties. President Carter is said to have expressed personal interest in the matter and, as a result, NTIA is expected to file a proposal with the FCC aimed at facilitating minorities' entry to broadcast ownership.

Actually, the administration has been active in that area for several months. Mr. Neustadt and Frank Washington (then a consultant to OTP, now a legal assistant to FCC Chairman Ferris) encouraged the National Association of Broadcasters and the American Association of Advertising Agencies to develop task forces to find ways of aiding such entry into their respective industries, and offered the suggestion, advanced by NAB, that the commission issue tax certificates to broadcasters who sell their properties to minority groups. They have also talked to federal agencies about loan programs.

But as Mr. Geller is aware, in preparing the filing, magic powers do not attach to proposals advanced by the administration. As OTP, which was established in 1970, learned early and was reminded of often, the FCC and Congress are not overwhelmed by proposals simply because they are from the White House or the administration. "To be effective in this area," Mr. Geller says, "you have to develop cogent positions. No one will pay attention to you just because you file a paper saying, 'Do X.' Why should they? ... We have no power to order anything—

only to be persuasive to the extent we've done a solid job of analysis and can be helpful."

The progress of the new unit in fulfilling its mission is something the communications community will follow with great interest. But Senator Ernest Hollings, (D-S.C.), chairman of the Senate Communications Subcommittee, is on record with his skepticism of its chances. When recommendations on the reorganization of OTP were being taken, he had urged that, if telecommunications policy-making functions were to be shifted to Commerce, the new unit should be given sufficient visibility and stature to carry out the mandate. He suggested the creation of an administration headed by an administrator—a higher rank than assistant secretary.

When the reorganization plan was disclosed, the senator made plain his disappointment. "I fear for this new assistant secretary," he said in a statement in the *Congressional Record* on Oct. 20, "for he will be given a thankless task: Charged with formulating a communications policy, but with questionable ability and breadth to develop policy, with no staff of his own choosing with which to implement the policy, with OMB unwilling to give him budget freedom ..."

But against that grim analysis, some observers are saying, there is a kind of chemistry that must be weighed. It is the human chemistry in the relationships of the individuals involved in the telecommunications policy-making area. Although Mr. Geller may be something of an unproved quantity on the Senate side ("He doesn't have a track record as an administrator," said one aide), he is highly regarded in the offices of the House Communications Subcommittee, where he served as a consultant on cable television study. "He's a superb person, and someone I admire and enjoy working with," said the subcommittee's chief counsel, Harry M. (Chip) Shooshan III, one of those who had been competing with Mr. Geller for the assistant secretary's job.

Then there is what appears to be solid personal relationship between Mr. Geller and Chairman Ferris. And for his part, Chairman Ferris has 14 years of background and friendship on Capitol Hill—he was a top aide to then-Senate Majority Leader Mike Mansfield for 13 years, and a general counsel for House Speaker Thomas P. (Tip) O'Neill Jr.

What's more, since joining the commission, in mid-October, Chairman Ferris has been building up credit where he needed it most, on the House side. Representative Van Deerlin had recommended someone else for the FCC chairmanship—Alfred Khan, chairman of the New York Public Service Commission, who eventually was named chairman of the Civil Aeronautics Board. The congressman was cool to the Ferris appointment. But two weeks ago, Mr. Shooshan was saying, "The feeling up here is, give Mr. Ferris a chance. I've been impressed with the things he's done, particularly in his personnel appointments."

The good feelings also seem to have enveloped House Communications Subcommittee aides and White House staffers concerned with communications, particularly Mr. Neustadt. He has impressed aides with the manner in which, they say, he has managed over the past year to get a firm grasp on the issues. "When [Mr. Neustadt] started," Mr. Shooshan said, "he didn't know much." And a rough patch that was evident in relations between the subcommittee staff and the White House in connection with public broadcasting legislation appears to have been smoothed out.

This feeling is not universal on the Hill. Some of the criticism heard from congressional aides regarding the White House operations generally is directed specifically at its performance in communications.

And Congressional staffers on both sides of Capitol Hill are critical of the apparent participation of Barry Jagoda, the President's assistant for media and public affairs, in communications policy matters. To some Hill aides, this seems to involve a conflict of interest; they feel he should pursue one line of work or the other.

But Mr. Jagoda doesn't agree. He makes no apologies for his interest in the public broadcasting legislation—"I want to see it developed in a way to carry out the President's mandate"—or for his statements in support of broadcasters' First Amendment rights. (One critic says these statements could be interpreted as suggesting to broadcast journalists that there might be a quid pro quo for favorable coverage of the President.) Mr. Jagoda says First Amendment issues involve "the most important area" in which a media adviser can serve the President. Furthermore, he says, the President wants him to be involved. "The people who are concerned about this are fighting the last war, when media advisers were trying to intimidate the media," Mr. Jagoda says.

Whatever the chemistry among the policy makers, that among the bureaucrats engaged in drafting the executive order to implement the President's plan to reorganize the telecommunications policy making function in the executive branch is not working well. The Department of Defense is jealously guarding its prerogatives in telecommunications matters involving security, and the State Department is seeking to regain authority in international telecommunications matters captured by OTP seven years ago. There is even a problem in dividing functions between the new Commerce Department unit and OMB, with Representative Jack Brooks (D-Tex.), chairman of the House Government Operations Committee, intervening to urge a larger role for OMB in procurement and information policy matters and a lesser one for Commerce.

But with faith in the injunction that "this too, will pass away"—probably by February—Commerce officials are beginning to look forward to undertaking the "most interesting" and "most challenging" mission in government that will be theirs. ■



### How high is the peak on cable's mountain?

**There's no consensus yet, but it could be lower than major operators are prepared to admit; experts concur that breakthrough in big cities is key to continued expansion, and that remains elusive; but whatever the doubts about the long haul, the medium is confident about the near term**

Five years ago, RCA predicted that conventional cable, in the absence of some technological breakthroughs, would peak at 18% penetration of the nation's total TV homes. As of January 1978, cable's penetration stands at 17%. The obvious question: Is cable at the end of the beginning, or the beginning of the end?

William Donnelly of Young & Rubicam predicts cable will reach 30% penetration by 1981, and, on momentum, 50% immediately after. It is not uncommon still to hear talk of a completely wired nation. But that is big talk for an industry that took 25 years to reach its present level. Cable television continues to be an industry of great expectations.

But will those expectations ever be fulfilled? There is at least some justification for doubting it. The answer, today, depends largely on whom you talk to.

To most of the large multiple systems operators, the future looks bright. Henry Harris, president of Cox Cable, says for instance that "we're in the most exciting period we've ever been in. . . . You've got the Qube thing (Warner Cable's newly begun two-way system) in Columbus. You've got satellites just exploding in terms of uses. You've got pay TV networks. These things are coming faster and faster all the time. . . . I think we're just now getting into the beginning stages of what it's going to be all about." Mr. Harris is one who sees no reason cable won't one day be able to reach into virtually every TV home. He cannot foresee cable growth slowing, "not in my lifetime."

But neither is there difficulty in finding other views to offset Mr. Harris's optimism. There is Robert Hughes, president of Communications Properties Inc. (CPI), who predicts "there is not going to be very prolific growth" without some basic rules changes at the FCC, freeing cable

from signal carriage and syndicated exclusivity restrictions. Mr. Hughes's own company can continue to expand for three years, he says, but without help from Washington, "as we see it now our construction program could decelerate."

Who has the better crystal ball? The answers aren't easy. Most analyst inside and outside the industry read in the tea leaves a continued steady growth (15% a year) in subscriber numbers for the next one to three years—some say for the next five. They point to several hopeful signs:

■ After a lull of several years, there is stepped-up competition for new cable franchises. It is not a mad scramble as in years past, says Robert Ungar, chief of the research division at the FCC Cable Bureau, but a more cautious, perceivable acceleration, nonetheless.

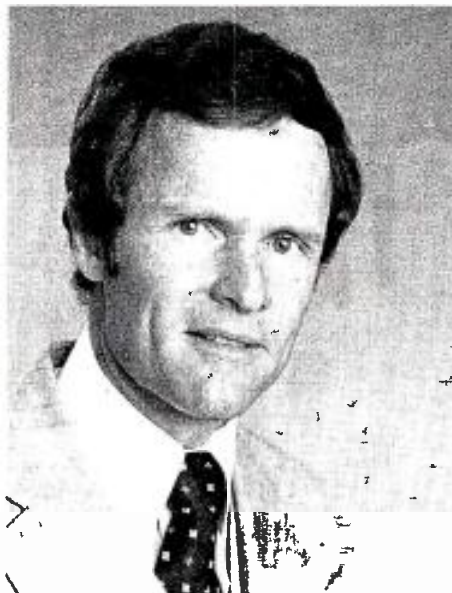
■ Money lenders, who fell out of love with cable three or four years ago, are drifting back, partly because they have more money to lend and partly because they recognize the cable industry continued to make substantial improvements during 1976. David O. Wicks of Warburg Paribas Becker Inc. reported at the Western Cable show in San Diego last November. Mr. Wicks said his firm's survey of major banks projected new loan volume to cable at \$263 million in 1977, more than double the \$102 million available in 1975. In addition, he said, "there is a noticeable number of smaller regional banks beginning to take a more active role as lenders." A similar survey of insurance companies projected new loan volume at \$125 million in 1977, up from \$41 million in 1974.

■ The most salutary sign cable authorities point to is the continued spread of pay cable television. The National Cable Television Association's latest estimates show pay cable wired into roughly 1.2 million households, about 14% of total homes with cable. Some industry estimates look for that percentage to double.

Demand for the pay cable service has fostered a growing program production offshoot of the cable industry, whose most tangible evidence of success was the announcement last year that Home Box Office, the major pay program supplier, turned a profit in 1977, the first in its five years of operation. That success egged on the competition, and at year-end Viacom's Showtime program service announced that in January it will begin putting its package of first-run movies and entertainment specials on a satellite as well.

Programming aside, pay cable's greatest impact has been its apparent ability to carry conventional cable into the homes of TV viewers who had previously rejected cable service. This is important, because it has led not only to an increase in homes penetrated—bringing in a monthly subscriber fee of \$6.21 per home on a nationwide average—but to an additional source of revenues, whose incremental costs are relatively low. One MSO reports making \$2 to \$2.50 in pretax profits from each pay cable subscriber each month.

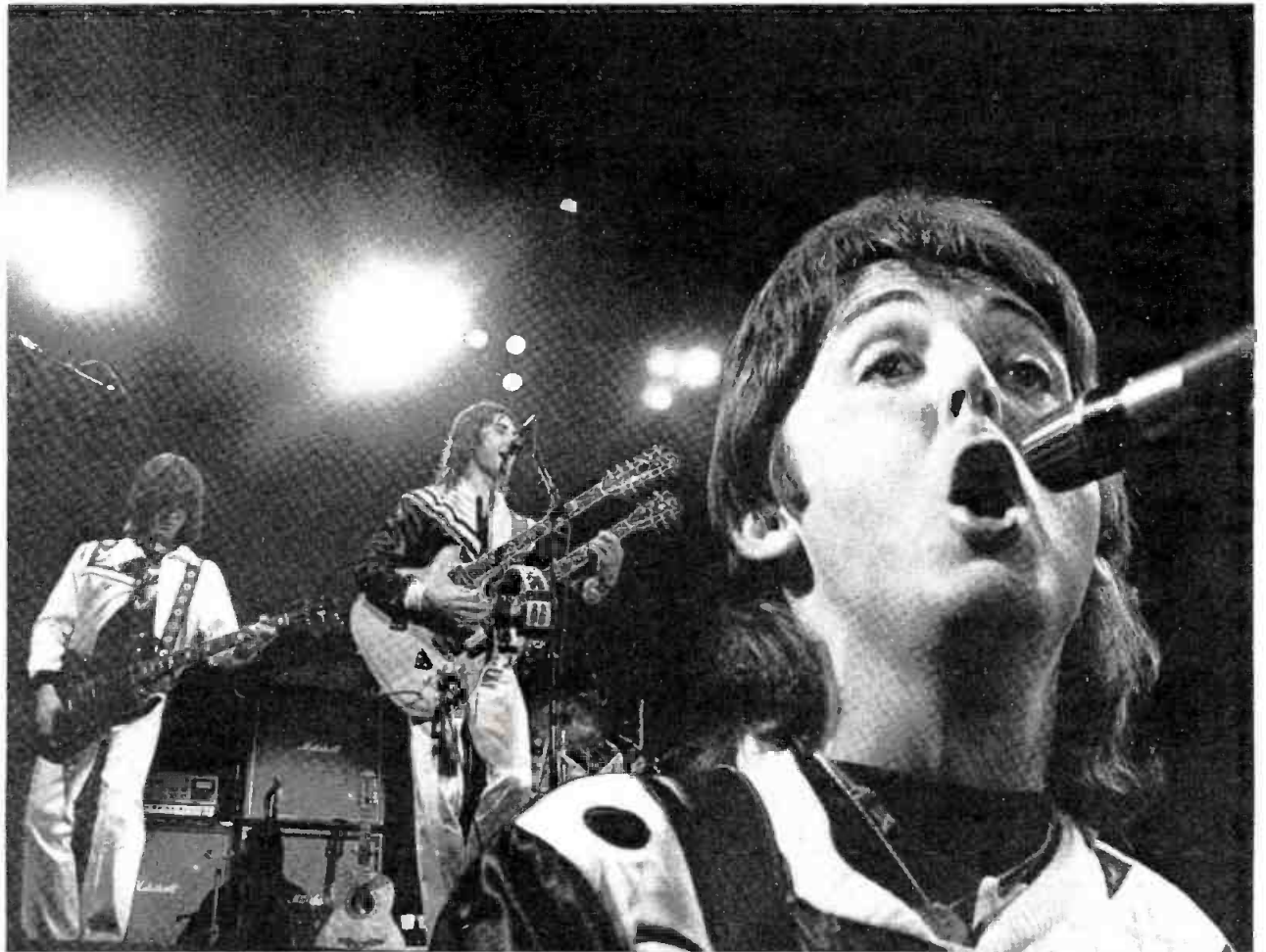
Examples of pay cable's success are legion. William Bresnan, senior vice president of Teleprompter and head of the company's cable division, says



Hughes



Harris





## EXTRAORDINARY ENTERTAINMENT... AND THERE'S NO END IN SIGHT ON ABC

Quality entertainment specials are a very special part of ABC. This holiday season viewers have been treated to an incredible variety of top-rated talent. THE HONEYMOONERS CHRISTMAS SPECIAL, THE CARPENTERS AT CHRISTMAS, THE JOHN DAVIDSON CHRISTMAS SPECIAL, PAUL LYNDE: 'T WAS THE NIGHT BEFORE CHRISTMAS, PERRY COMO'S OLDE ENGLISH CHRISTMAS, and JOHN DENVER'S ROCKY MOUNTAIN CHRISTMAS are just a few exciting examples.

And all of these great performers will be back on ABC early in 1978. The talented Richard and Karen Carpenter will return with fresh new songs in their own unique style. Jackie Gleason, Audrey Meadows and Art Carney returning as the Honeymooners add a new twist to the meaning of Valentine's Day. Perry Como is back in time for Easter, while singer-songwriter-superstar John Denver brings you a special all the way from Australia. And you'll find it hard to stop laughing when Paul Lynde cuts loose again.

Everybody loves great entertain-

ment and ABC will keep dishing it out all winter long. The dazzling OLIVIA NEWTON-JOHN returns to ABC with her unique singing voice. ABC brings you two specials with THE CAPTAIN AND TENNILLE. One on the Big Band sound followed by another on California beach life. Appearing in his first major special, BEN VEREEN, a star of ROOTS, will sing and dance and dance and dance. And then there is a poignant two-hour BING CROSBY retrospective commemorating that feeling we have about Bing.

On April 3 a delightful tradition celebrates its 50th Anniversary. Be sure to join host Bob Hope in a very special ACADEMY AWARDS night.

No season of television specials is complete without the Duke. And JOHN WAYNE will be back on ABC in 1978. Also coming back, the SMOTHERS BROTHERS and ALAN KING. And Olympic Gold Medal winner, DOROTHY HAMILL, has gathered around her a uniquely talented group of winners in a musical-variety special the family won't want to miss.

This Spring everyone will be watching PAUL McCARTNEY AND WINGS. This

remarkable special takes you on an around-the-world tour with one of today's greatest popular singers and his band. Besides music that has stirred the world, you'll meet McCartney's gifted singer-wife Linda, and catch a glimpse of their personal life.

In addition, the unpredictable ELTON JOHN, the most-sought-after rock and roll star of the decade, will present an outrageous special filled with humor and smash hits. After his last Emmy-winning ABC special, BARRY MANILOW is back with more music and a host of guest stars. And then there's exciting, funny, talented CHER with one hour of just about everything.

To top it all off, on February 5 the cream of the entertainment world will appear on ABC'S SILVER ANNIVERSARY CELEBRATION. This four-hour, once-in-a-lifetime gala will feature scores of stars old and new who helped make ABC's first 25 years something well worth celebrating.

No matter who you are, no matter what you are, no matter where you live or what you do...you'll find extraordinary entertainment on ABC all year long.

**ABC TELEVISION NETWORK** 

Teleprompter's Theta Cable television system in Los Angeles increased its basic cable subscription by 28,000 homes since 1974 when the system seemed to have leveled off at 55,000. There being no new construction since that year, the increase came from picking up homes already passed by the cable system. Mr. Bresnan attributes the growth to the addition of pay.

Its value in helping established systems fill in homes already passed is only half of the pay cable story, however. The other half, the one that many in the business have pinned their futures on, is its potential for leading cable into new markets, specifically larger markets. And when plotting cable's future, getting into the larger markets is the heart of the problem.

■ Whatever may be in cable's future, at least one part of its past is behind it: Cable television's days as a community antenna service, piping over-the-air television signals into homes that have poor reception or with only a partial complement of network and independent TV signals, are over. Most of the so-called classic cable systems have been built. Rather, cable's future lies in the major metropolitan areas, most of which have adequate television service already—typically three good network signals, one or more independent stations and one or more educational stations. The problem then, becomes one of offering an alternative television service that urban and suburban dwellers want badly enough to pay for. In the absence of any other services with proven consumer demand, optimists look toward pay cable as a passkey to these new markets.

Cox Cable's Mr. Harris is a believer in pay cable potential. "Just look at what Bob Rosencrans [president of UA-Columbia Cablevision] built in Short Hills, N.J.," he says. "You can go to Short Hills and stick a wet finger in the air and get 12 signals from New York clear as a bell. So how is he making it go? He's making it go on pay cable."

There are other such pay cable success stories. CPI, for instance, has a cable system in the western suburbs of Philadelphia that is making money with a penetration of only 25% to 30% of the 20,000 homes passed. Some 85% of those cable homes subscribe to the system's Prism pay cable package, leading Mr. Hughes to conclude that the pay cable's the thing.

But move closer to the metropolitan area, and it becomes difficult to find pay cable working the same magic. CPI has another system within the city limits of Philadelphia that has managed only 30% pay penetration into homes with cable, and is losing money after three and a half years in operation.

Teleprompter's cable system in Manhattan is another that has yet to make a profit after more than 10 years in operation. The system's 16% pay penetration of cable homes points up the difficulty Teleprompter has had selling the service,

a fact Mr. Bresnan attributes to low income levels of subscribers: "In some parts of the franchise where we have nice areas, HBO goes well ... But where there's poverty, it's tough to sell HBO. They just don't have as many discretionary dollars."

Mr. Bresnan has come up with an alternative he hopes will turn that problem around—a "minipay" package that will offer one premiere movie and one entertainment special a month for \$3 or \$4. That plan, to be put into effect within a year, contrasts with the regular \$9 service with 12 recently released movies and two entertainment specials a month.

Experiences such as those have made many skeptical of the chances for making a system work in the core areas of the large cities. Costs alone have made the prospects improbable. In areas where substantial sections of wire would have to



Bresnan

be laid underground, costs are said to run from \$20,000 to \$100,000 a mile of cable. In addition, as John Whetzell of the FCC Cable Bureau research staff points out, maintenance costs are higher, including power expenses, taxes, wages, office expenses. "Just go right down the line," he says. "Everything is higher—including theft and damages to the system." with big city administration—bureaucratic fights, landlord problems, delays. "It's quite a mess," says the FCC's Mr. Ungar.

The latter problems are only inhibitors, conquerable in time. But the costs are another story. There are some who feel they may never be overcome, not without significant changes in the cable industry.

Ellen Berland Sachar, a financial analyst with Mitchell, Hutchins Inc., New York, takes the pessimistic view. She thinks talk of 30% cable penetration of the nation by 1980 or 1985 is unrealistic. Although conceding that there will continue to be a run on pay cable by systems that do not now have it (still some 90% of

the universe) and that there is an "untapped reservoir" of potential cable homes in metropolitan suburbs, she says in her opinion cable may have already reached a plateau. And the only way to leave that plateau is with more viewing product.

"I've never been carried away by the cable story," she says. "Everybody's talking about increasing diversity. But look at the product being sold now, and it boils down basically to movies," she says. "That's really all they can sell ... That's the fly in the ointment. What are you going to put on?"

Some would argue there is already evidence of success in cities. Take for example, Tulsa, the 54th TV market where currently is strung 600 miles of United Cable TV Corp. cable, growing at a rate of 30 miles a month. The system, which is profitable, has a 42% penetration rate of homes passed for a total subscription of about 25,000 homes. Gene Schneider, president of United Cable, says 8,000 of those subscribe to pay. He expects the total cable penetration to increase 15% a year—ultimately to about 40,000 to 45,000 homes.

Although a city system, the Tulsa operation is closer to the type of situation in which the industry has grown up. Ninety percent of the construction is overhead lines, passing 100 homes per mile at a cost of about \$6,000.

There are other cities in the top 100 markets that give promise of similar success. Jackson, Miss.; Birmingham, Ala.; Albany and Syracuse, N.Y., spring to Mr. Schneider's mind. But all are near the bottom of or below the top-50 market category, where, according to ADI (Area of Dominant Influence) figures, are fully two-thirds of the television homes. ADI zones are very broad, however, extending well beyond city and suburban limits "till you get out where they're milking cows," as Mr. Ungar noted. Cable has penetrated all of those to some extent, but in the absence of figures it is difficult to tell how much it has reached urban and suburban areas in the most dense population areas.

NCTA data shows that in the top 50 core cities, cable has hardly made a dent, reaching only 5.7% of close to 14 million television homes. The percentage changes little with the size of the city; cable has reached only 5.3% of the TV homes in the top 10 cities, 4.9% of the top 25.

Based on experience, it does not appear that figure will improve in the foreseeable future. Mr. Bresnan says, "with the existing services we offer in a core city area, cable TV is marginal at best." Given it to do over again, in Manhattan, he says he wouldn't.

CPI's Mr. Hughes tries to put the best face on his experience in the core of Philadelphia. He would do it again, he says; it was a learning experience. And what it taught him, and what Manhattan taught Mr. Bresnan, was that a cable system cannot rush into a major market without sufficient program product to make their

systems attractive to city customers.

Mr. Hughes blames it all on the FCC, which he says has made it next to impossible for systems to make it in major markets under the heavy weight of signal carriage and syndicated program exclusivity restrictions. Even now, Mr. Hughes holds a three-year-old franchise to Louisville, Ky., which he says he will not build because of the FCC rules. He says it is entirely possible that the two distant independent signals he is permitted to import into that market could be as much as 65% blacked out at the first complaint from local broadcasters. And not confident of pay cable's ability to carry the system, he says there is not much point in building.

Mr. Bresnan shares Mr. Hughes's sentiment about the government's overregulation of the industry, but adds that he is optimistic cable can help itself in major markets with more original local programming. In a traditional cable operation such as the one in Rochester, Minn., where he made his start, Mr. Bresnan says, it is often enough of an attraction to subscribers to be able to receive one additional independent TV signal. But in a market such as New York, which already offers a wide variety of old movies and sports, one more signal will not make the difference. Rather it is "a lot of little things," such as ethnic programming for local Greek, Hebrew and French audiences. Or a children's pay channel. Or a performing arts pay service that would take audiences to a different cultural center every evening. Or a contemporary music pay service. None of these ideas would attract a big audience on its own, but all the small audiences added together might bring in enough subscription fees to make a system work, Mr. Bresnan says.

Mr. Bresnan's may be one answer to Ms. Sachar's question, "What are you going to put on?" There may be another. Last month, Warner Cable Corp. inaugurated a new cable service that brings to subscribers in Columbus not only the traditional complement of over-the-air TV signals, but also several channels that allow viewers to participate. Although two-way cable is an idea that has been talked about and experimented with, for many years, there are those in the industry who think Warner's Qube system is still ahead of its time. Some, on the other hand, think the system, with its capacity to let viewers participate in local game shows, or match wits with the Qube computer, or shop from home, is exactly the sort of vehicle to pull cable out of its lethargy.

Harry M. (Chip) Shooshan, chief counsel of the House Communications Subcommittee and coauthor of a major study on cable television two years ago, thinks the interactive concept may be "very smart." The games Qube offers may be the way to "get people over the hurdle [and start] reacting to their TV sets." In Mr. Shooshan's opinion, "if the cable industry continues to think of itself as a multichannel broadcaster for entertainment, it's going to be swept away."

The FCC's Mr. Ungar, although not as

pessimistic about conventional one-way cable's future, foresees a sizable impact from interactive TV. "The citizenry is going to become enamored with other uses of television than picking conventional signals out of the air," he says. "It's going to be a more commonplace thing to talk about and hear about. These things tend to take on a geometric growth, a fadishness almost, that might make it acceptable."

If Columbus works, it would lend new credence to cable futuristics that have come to be labeled, somewhat perjoratively, as "blue sky." Using cable in the home for banking transactions, meter readings, surveillance, teaching, shopping and energy management has always been thought possible—but not saleable. In the far future, service business could represent a "new generation of money," Cox Cable's Mr. Harris says. But it is the entertainment programming that will have to



Sachar

ominous to cable operators. That is the phone company, the only entity that has the capacity to put cable completely out of business—or change it into something else. In its simplest terms the problem is this—with technology advancing to the point where it might become cost effective for a single optical fiber of cable, to carry all the telephone, television and other services envisioned for the home, why have more than one signal carrier?

Both the cable industry and the telephone industry are currently working on the fiber optics development, and some see the two in a foot race to make it work first. Says Mr. Ungar, "The question, I think, is whether cable will grow fast enough to compete with the telephone company."

"At that point," Mr. Ungar continues, "there will be massive questions as to what is the most cost-effective way of serving the public." He does not pretend



Shooshan

carry cable into enough homes to provide a sufficient base—maybe 25 to 30 million homes, Mr. Harris projects.

Columbus's importance may be, as Mr. Shooshan notes, in getting viewers accustomed to interacting with their TV sets—to begin imagining the service potentials. United Cable's Mr. Schneider is watching the experiment closely for signs that some of the concepts might be immediately adaptable—the per program pay capability, the use of the system for surveillance, surveys, meter readings and particularly, merchandizing. "Have you ever tried to get into one of those damn shopping centers on a weekend?"

To balance the optimism over Columbus, there are, of course, the skeptics, who are quick to point out that the system was constructed at a rather monumental cost. It is reported Warner committed about \$12 million to the Qube project, for equipment and programming, a capital investment few in the business can afford. Ms. Sachar concedes a raging success in Columbus could change her mind about cable's future, "but it depends at what cost."

■ But cable growth or penetration notwithstanding, there lies on the industry's horizon a thundercloud much more

to know when, but he is convinced the day will come. "There is no question in my mind that when you have a technologically suited system covering the entire country able to do a dozen different things and they are cost effective they will be done."

At this point, the questions for technology, business and government are too complex to produce an equation to reliably predict the future of a fiber-wired nation and cable's part in it. All that can be reported with confidence is that cable, with its present limitations, will continue to grow into areas that have proven safe, eventually encircling the major cities "like Indians, around wagon trains," as Mr. Ungar says.

Reaching that point, however, there is apparently no single weapon at cable's disposal now to penetrate those barriers. Rather, the future seems to rest on cable's lobbying the government, on Columbus, on pay cable, on inventing programs for minority audiences. Anticipating no major windfalls in any of those areas, the optimist's case for cable may rest on Mr. Bresnan's observation, "It's a lot of little things."

Then there's the pessimist's case, which says that's optimistic indeed. ■

# Where Things Stand

An every-first-Monday status report on the unfinished business of electronic communications

**Advertising legislation.** It was in this arena that broadcasters won their most satisfying legislative victory of the year—defeat of proposals in both houses of Congress that would have banned or restricted broadcast advertising of products containing saccharin. Rallying to the cry, "Remember the cigarette ban," some 13 broadcast and advertising associations led by the National Association of Broadcasters, unleashed a mail and lobbying campaign that Radio Advertising Bureau President Miles David later characterized as the "most extensive effort ever made by broadcasters" (BROADCASTING, July 18, 1977). The campaign was so effective that Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) was later prompted to comment that broadcasters are "awfully powerful." The senator's own effort to apply a fairness-doctrine principle to broadcast saccharin ads was overridden by a 12-to-3 vote of the Commerce Committee. His proposal never had a chance. "I felt like the foreman of a fixed jury," he said.

The saccharin legislation was introduced as a response to public outcry over a proposed Food and Drug Administration ban on the sale of saccharin, which is a suspected carcinogen. Congress then initiated legislation to suspend the ban for 18 months, but advertising restrictions were inserted in the original bill by Senator Edward Kennedy (D-Mass.) as a sort of quid pro quo. If the public is to continue to be exposed to this potential health risk, he argued, it should be warned of the hazards. The proposed restrictions took various forms, ranging from outright ban of saccharin advertising to requiring the insertion of health warnings in saccharin commercials. One version would have had the Food and Drug Administration or the Secretary of Health, Education and Welfare regulate the message and its placement.

In the end, both houses deleted all references to advertising from the bill, in the Senate through an amendment by Howard Cannon (D-Nev.), now heir-apparent to the chairmanship of the Commerce Committee, and in the House by House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.).

■ Energy legislation, still pending in Congress, has another proposed restriction on advertising that broadcasters are opposing on the same First Amendment grounds they invoked regarding saccharin legislation. The bill passed by the House contains a provision prohibiting electric and natural gas utilities from passing on to consumers the costs of institutional, promotional and political ads. Those are the kinds most frequently used by utilities on radio and TV, and broadcasters are concerned the measure would have the effect of discouraging the utilities' use of broadcasting.

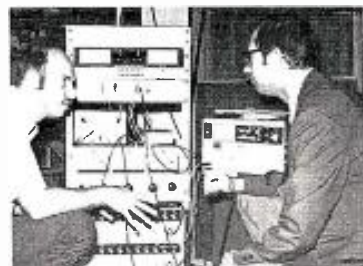
The Senate's bill, now in conference committee with the House's bill, does not contain such a provision. The National Association of Broadcasters is optimistic that the House will bow to the Senate on the point, but because of difficulty of resolving more major points of disagreement, the answer will not be known until

next year. Congress adjourned two weeks before Christmas, but the energy conference committee members were continuing negotiations in hopes of keeping the entire bill from foundering.

**Agency for Consumer Protection.** Legislation that would create a new consumer protection agency that would represent consumers before government agencies such as the FCC was on the shelf most of last year. It enjoyed a short-lived revival toward the end of the last session, but was shelved again in the House when it became clear there were not enough votes to pass it. The revised bill to create an "Agency for Consumer Representation" is no more palatable to broadcasters than older versions because it does not prevent the agency from intervening in FCC license renewal proceedings. The bill pending in the Senate does, however. The proposed agency would act only as an advocate; it would have no regulatory authority.

**All-channel radio legislation.** The mandate requiring all AM radio receivers to include FM, which came close to passing Congress in 1974, was revived last year in an inquiry by the House Small Business Subcommittee on Antitrust and Restraint of Trade. The subcommittee held a hearing on allegations that the auto manufacturers' FM radio prices are too high and are restricting the growth of FM stations (BROADCASTING, Sept. 26, 1977), and subcommittee Chairman John Breckinridge (D-Ky.) says he intends to reopen the matter this year. Those charges of overpricing were the subject of a Booz-Allen research study released last month by the sponsors, the Corporation for Public Broadcasting and the National Association of Broadcasters (BROADCASTING, Dec. 19, 1977). Meanwhile, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), a one-time sponsor of all-channel legislation, says he intends to treat the problem in his panel's rewrite of the Communications Act of 1934. There also is a bill pending in the House by Representative Joseph Addabbo (D-N.Y.) to require all radio sets to be equipped with both AM and FM bands.

**AM stereo.** The National AM Stereophonic Radio Committee (NAMSRC), made up of representatives of the National Association of Broadcasters, the National Radio Broadcasters Association, the Electronic Industries Association and the Institute of Electrical and Electronic Engineers, was formed in 1976 at the request of the FCC to test the feasibility of different systems. Field testing of the systems by Magnovox, Motorola and Belar Corp. at WBT(AM) Charlotte, N.C., and WGMS(AM) and



One of several. Magnovox's prototype AM stereo equipment gets the once-over from B. Streeter (l) of Magnovox and John Wolbach of Ford Aerospace and Communications Corp. NAMSRC labs are located in Bethesda, Md.

WTOP(AM), both Washington, has been completed and the committee is expected to issue its report this month. Systems not involved in the NAMSRC testing were proposed by Kahn Communications and Harris Corp. The FCC issued a notice of inquiry last June to explore the public benefits and technical considerations of AM stereo. Comments are due Friday (Jan. 6).

**Antitrust at networks.** And now there are two—network defendants, that is—in the antitrust suits the Department of Justice initiated more than five years in an effort to curb what it said was the three television networks' power over prime-time programming, a power the department says the networks use to restrain and monopolize television programming. NBC and Justice agreed to a consent decree settling that case, and U.S. District Judge Robert J. Keller of Los Angeles approved it (BROADCASTING, Dec. 5, 1977). The decree, which Justice says "substantially" affords the relief sought in the suit, imposes a number of restrictions on NBC in its dealings with program producers. However, some of the restrictions—including one that would limit NBC for a period of 10 years in the amount of programming it could produce for its use—would not become effective unless similar restrictions were imposed on or accepted by CBS and ABC. Those two networks, meanwhile, have shown no readiness to follow NBC's example and reach settlements with Justice. Thus, the prospect is for lengthy litigation. Justice, which originally filed its suits in April 1972, asked the court in November to consolidate the ABC and CBS cases and, at the same time proposed a pretrial agenda that calls for trial beginning Oct. 16, 1978 (BROADCASTING, Nov. 28, 1977).

**AT&T rates.** The FCC last month rejected increased AT&T charges for occasional networks, contending that Bell did not sufficiently justify the increases and did not follow procedures laid down by the commission in an earlier proceeding for allocating costs among AT&T services. The existing tariff has been designated for a hearing, after which the commission could proscribe rates. The FCC's rejection of the AT&T tariff for occasional users,

## Special Report

### THE STATE OF THE FIFTH ESTATE

however, is seen by some as legally risky (BROADCASTING, Dec. 5, 1977).

**Automatic transmission systems.** The FCC, in a first report, has allowed automatic transmission service for nondirectional AM and FM stations (BROADCASTING, Jan. 3, 1977). The commission is expected to release second and third reports this year permitting ATS at TV and AM directional stations also.

**Bell bill.** The so-called "Bell bill," named after its chief supporter, AT&T, which would limit competition in the business communications field, was reintroduced in both houses of Congress last year. It does not have a serious chance of passing in its present form, but the idea is considered very much alive, especially in the context of the House Communications Subcommittee's rewrite of the Communications Act. The telephone companies argue that rates of home telephone users might have to go up if "cream skimming" by specialized common carriers in the private-lines field is not stopped. Specialized common carriers, including miscellaneous common carriers that broadcasters and cable operators use, argue that the bill is anticonsumer and will confer an unparalleled monopoly on AT&T by driving them out of business. The Association of Independent Television Stations is among those that have gone on record against it (BROADCASTING, April 18, 1977). At the end of the year a special telephone industry task force floated a revised proposal which opponents such as the National Cable Television Association say is as bad as the first from their point of view. The telephone position also has vocal opposition from such legislators as Colorado Democrats Senator Gary Hart and Representative Timothy Wirth.

**Cable economic inquiry.** The FCC has opened an investigation into the economic relationship between cable television and over-the-air television. Its purpose, the commission says, is to provide factual information where "intuition" has been used in assessing cable television's likely impact on local television stations. The comments deadline has been postponed until today (Jan. 2), although the commission is considering requests for a further extension of time. On Capitol Hill, meanwhile, Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) has announced his panel will begin work this year on major legislation designed to give cable "a legislative mandate," with a draft of a bill possibly by June or July.

**Cable rebuild/refranchising.** The FCC has relaxed rebuild requirements it would have imposed on CATV systems by this year (BROADCASTING, April 12, 1976), and it has delayed for one year the March 31, 1977, deadline for refranchising of systems (BROADCASTING, Nov. 29, 1976). Both actions have been appealed by a number of citizen groups. The commission also has decided to retain the 3%-5% limit on franchise fees, but deleted six other franchise provisions (BROADCASTING, Aug. 7, 1976). Comments have been filed in the ongoing refranchising inquiry (BROADCASTING, March 7, 1977).

**Carter use of radio TV.** President Carter was on all four national networks last week in a question-and-answer session with correspondents from each of the networks. That program climaxed a year in which the President broke new ground in the use of radio and television to communicate with the public. And

tentative plans call for use to be made in 1978 of some of the formats that were developed in his first year in office.

For instance, a "fireside chat," one dealing with the Panama Canal treaties, is likely early in the year in connection with Senate debate on the issue. And one or two town halls, similar to the one in Clinton, Mass., that was covered live by Public Broadcasting Service, are probable, as a means of affording members of the public an opportunity question the President.

A radio call-in show, which would also afford members of the public that opportunity, is expected. But there was no indication whether or not it would be limited to one network, as was the one in April, which was aired by CBS Radio.

Besides the fireside chat, the town hall meeting and the call-in show, the President last year addressed the nation on the energy issue, in a speech from the Oval Office and in an appearance before a joint session of Congress, spoke to the United Nations, was featured on an NBC special, *Day with President Carter*, and participated in a local question-and-answer program with members of the public, on KNXT(TV) Los Angeles (BROADCASTING, May 23).

And he came close to keeping his promise to hold news conferences twice a month. His last session with the press, on Dec. 15, was his 21st.

**Children's advertising.** The Federal Trade Commission is considering a petition by Action for Children's Television that it ban children's advertising during program times when children are likely to be present (BROADCASTING, March 21, 1977). Under its new chairman, Michael Pertschuk, and Albert Kramer and Tracy Westen of Bureau of Consumer Protection, the commission has been conducting an ongoing investigation into the question of children's advertising. The chairman and representatives of the bureau have met with major children's advertisers—breakfast cereal producers (BROADCASTING, Nov. 28, 1977) and toy manufacturers (BROADCASTING, Dec. 19, 1977)—and the staff is now preparing its proposals for



**Main characters.** *FTC Chairman Michael Pertschuk is a new-found friend for ACT President Peggy Charren.*

a full commission review that is expected this month. The FTC will then decide whether it will proceed with a formal inquiry into the matter. In preparation for the commission's review, the staff has heard from a variety of professional sources on the effects of advertising on children. Chairman Pertschuk has said on several occasions that the question of children's advertising is a "principal" concern of the FTC and that the commission has "ample legal authority" to deal with the "commercial exploitation" of the young (BROADCASTING, Nov. 14, 1977).

**Closed captioning.** The FCC has adopted an order opening the door to a system of closed captioning of television programs for the benefit of the hearing impaired. (Closed captioning involves transmission of the TV signal on line 21, field 1, and the available half of line 21, field 2, of the television blanking interval for captions that are visible only to those with decoding equipment.) President Carter wrote the commercial networks last February, urging them to make use of the system. However, only ABC offered any kind of positive response. CBS and NBC were at best tentative in their answer. Technical and cost problems are cited as obstacles to the use of a closed captioning system. However, the administration is not giving up. Officials of the Department of Health, Education and Welfare have met separately with each of the networks and producers and will meet this month with advertisers in an ongoing discussion of the problems, in hopes of ultimately finding solutions.

**Commercial practices at noncommercial stations.** The FCC has started up an inquiry that will examine whether public stations are stepping too far into the realm of commerce. The last round of comments in this proceeding was filed last summer (BROADCASTING, July 25, 1977).

**Communications Act.** Convinced that the 1934 Communications Act is an outmoded vehicle for the regulation of modern communications problems, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) last year set his subcommittee to the task of rewriting the act—"from basement to attic."

The year saw subcommittee and staff go through a marathon hearing schedule of roundtable discussions on subjects that included broadcasting (BROADCASTING, Aug. 1 and 8, 1977); public broadcasting (Sept. 12); cable television (Oct. 3); women and minorities in broadcasting (Oct. 24) and broadcast ratings and advertising (Dec. 19).

The year also saw relations between subcommittee and the broadcast industry run through a series of rather spectacular peaks and valleys. They ended in a valley.

By now subcommittee members and staff collectively must have devoted thousands of hours to the project, but what the monumental work will say is still very much unknown.

The first concrete development last year was the production of subcommittee staff options papers, in one chapter of which broadcasters were dismayed to see such options as leasing spectrum space, regulating broadcasters like public utilities or like common carriers. The industry, already wary of the rewrite project, dug in its heels at that point. National Association of Broadcasters President Vincent Wasilewski termed the options "radical and revolutionary," and wondered "why have hundreds of man-hours of congressional staff time been spent dreaming up wild and woolly schemes to repair something that's not broken?"

Congressman Van Deerlin, trying to win broadcasters' acceptance of the rewrite, began telling them they had little to fear. In fact, they had a lot to look forward to. He told a radio audience he saw in the cards "virtually the total deregulation of radio," including longer license terms, release from ascertainment requirements and from fairness doctrine and equal time strictures. If Congress does not go for that, he said, "then I'll tell you no matter what else



**Let's talk about it.** Part of the House Communications Subcommittee's rewrite process involved panel sessions that tossed around various issues related to communications. At this one, witnesses urged Chairman Van Deerlin to free up broadcasting of journalistic restrictions.

we have done, we have failed." After a meeting in November with 15 broadcasters hand-picked by the subcommittee to advise on the broadcast portion of the rewrite, Mr. Van Deerlin reacted like a man who had just discovered how to turn lead to gold. The broadcasters' reactions were so positive, he said, that the rewrite now was surely well on its way (BROADCASTING, Nov. 14, 1977).

But the gold turned back to lead a month later, when the same group, meeting alone in Chicago, poohed-poohed the rewrite and refused to produce a list of priorities Mr. Van Deerlin and subcommittee ranking Republican, Lou Frey (Fla.), had requested. The broadcasters' action was a reaction to remarks by the subcommittee counsel, Harry M. (Chip) Shooshan, author of the broadcast option paper, to the effect that to win deregulation, radio broadcasters would have to be willing to make concessions. That's right, Mr. Van Deerlin confirmed later (BROADCASTING, Dec. 19, 1977). "You don't graze on public lands without paying something for it... such as a fee, based on broadcast station revenues or profits, whatever seems fairest."

The resistance of broadcasters and problems in other areas of the rewrite may cause the project to drag on longer than he had anticipated, Mr. Van Deerlin said, but it is by no means stopped. Current plans call for the subcommittee members to meet the first part of this year to formulate some directions for the rewrite, then for the staff to prepare a legislative draft by Easter. After that there will be five or six weeks of hearings. How long it will take after that to mark up a bill, pass it through subcommittee and full Commerce Committee, then through the House, is anybody's guess.

What happens when it gets to the Senate is another imponderable. Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) continues to eschew the idea of an omnibus rewrite in favor of piecemeal treatment of problems as they arise. His big project for this year is to write legislation for cable television.

Nor can it be predicted what the Van Deerlin rewrite will say. The most recent indication was contained in a speech the congressman gave last month (BROADCASTING, Dec. 5, 1977). In the new act, he said, there must be: (1) promotion of diversity of broadcast service, including "a healthy mixture of locally and nationally origi-

nated materials, and the encouragement of innovation..." (2) incentives for more efficient use of the spectrum, including possibly a fee for spectrum use; (3) removal of all barriers to the introduction of new communications technologies; (4) assurance that diverse viewpoints will have access to the media, and (5) recognition that different technologies can perform similar functions or can be combined to provide useful services.

**Crossownership (television-cable television).** The FCC has amended its rules to require divestiture for a CATV system co-owned with a TV station that is the only commercial station to place a city-grade contour over the cable community (BROADCASTING, Sept. 29, 1975). Affected are eight crossownerships in small markets. The FCC has rejected petitions for reconsideration of the new rule (BROADCASTING, March 8, 1976). The National Citizens Committee for Broadcasting is seeking appeals court review, arguing the rule should be broader. Two system owners involved are appealing on appropriate grounds (BROADCASTING, April 26, 1976). The court is holding the Citizens' petition for summary judgment pending the Supreme Court's disposition of the petition for review in the broadcast-newspaper crossownership case (BROADCASTING, April 25, 1977). Pending before the appeals court are petitions by three crossowners for a stay of the deadline for divestiture.

**Drug advertising.** The Federal Trade Commission completed several weeks of Washington hearings (BROADCASTING, March 7, 14, 1977) on the proposed rule that could limit certain terms and claims in over-the-counter drug advertisements to those approved for labeling by the Food and Drug Administration. The proposal, which may not come up for FTC decision for more than a year, is being backed by the FTC staff, certain citizen groups and academicians, and opposed by OTC drug manufacturers, advertising agencies and broadcasters. In Congress, Senator Ernest Hollings (D-S.C.) has announced that his Communications Subcommittee will undertake an inquiry into broadcast advertising, with emphasis on the effects of advertising OTC drugs and sugared products to children (BROADCASTING, June 20, 1977).

**EEO.** One rulemaking proposal left over from

the administration of former FCC Chairman Richard E. Wiley which the commission under Charles D. Ferris will resolve involves equal employment opportunity rules for cable television systems. The proposal in some respects poses a more difficult question for the commission than did the one leading to the rules for broadcasters. The Supreme Court, in a decision involving the Federal Power Commission and its role—or lack of one—in EEO matters, appeared to cast doubt on the commission's authority to impose EEO rules on cable systems. Or so the FCC general counsel's office under Chairman Wiley had felt. Whether the new general counsel will feel the same, after reviewing the comments that have been filed in the proceeding, remains to be seen.

**Fairness doctrine legislation.** Last year Senator William Proxmire (D-Wis.) reintroduced his bill to abolish the fairness doctrine, the entire Section 315 (equal time) of the Communications Act, and to make clear that government cannot intrude in any fashion in broadcast programming decisions. "Now is the time to make broadcasters fully equal to publishers," the senator said in introducing the bill (BROADCASTING, Jan. 7, 1977). A similar bill was introduced in the House by Representative Robert Drinan (D-Mass.), but neither bill is given a serious chance of passage on its own. House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has repeatedly raised the possibility of repealing the fairness doctrine and equal time, however, in his subcommittee's rewrite of the Communications Act.

**Crossownership (newspaper-broadcast).** The Supreme Court on Jan. 16 will hear arguments in a case of major economic and social significance. At issue is the question of whether the FCC should permit the common ownership of broadcast stations and newspapers in the same market.

The U.S. Court of Appeals in Washington overturned a decision of the FCC and directed the commission to initiate a rulemaking aimed at breaking up all such crossownerships, except those where continuance could be shown to be in the public interest (BROADCASTING, April 25, 1977). The commission, as well as broadcast and newspaper interests, have appealed. But the Department of Justice is opposing the commission's decision to grandfather all existing crossownerships, although it says the lower court exceeded its authority in prescribing the results to be achieved in the administrative process it ordered.

It is possible that the crossownership case will finally be resolved not by the Supreme Court but by Congress. Legislation (H.R. 5577) has been introduced by Representative Samuel Devine (R-Ohio) to prohibit the FCC from considering newspaper crossownership in broadcast license proceedings and bar divestiture of crossowned media. But to an extent, events are overtaking the courts and Congress. The actions threatening the existence of crossowned media have been followed by quickening trend to dissolve crossowned media holdings. Last year, eight transfers or assignments of licenses involving crossowned stations were announced—including those in the proposed swap involving WTOP-TV Washington and WWJ-TV Detroit—and two were approved by the FCC. (BROADCASTING, Dec. 12, 1977).

**Family viewing.** Judge Warren Ferguson of U.S. District Court in Los Angeles has ruled that



the family-viewing self-regulatory concept is unconstitutional (BROADCASTING, Nov. 8, 1976). The National Association of Broadcasters could not enforce the concept, which was embodied in its television code. ABC, CBS and FCC are appealing the basic decision; NBC is fighting only the liability for damages to Tandem Productions, one of the plaintiffs in a suit against family viewing. Briefs have been filed in those appeals with U.S. Court of Appeals for the Ninth Circuit (BROADCASTING, July 4, 1977). In light of the court decision, NAB dropped its policy of mandatory subscription to the TV code, and rewrote the code to prohibit broadcast of material that subscribers "determine to be obscene, profane or indecent" (BROADCASTING, Sept. 19, 1977).

**FCC fees.** A major headache that FCC Chairman Charles D. Ferris has inherited from the administration of Richard E. Wiley involves the commission's now-suspended fee schedule. Twice in recent years commission efforts to chart a schedule that would meet approval of the courts have failed. And the commission, under former Chairman Wiley, was ready to give up and reimburse all fees above \$5 (the citizen band fee was \$4). But the Senate and House Communications Subcommittees have blocked that plan; they want the commission to devise a schedule that will pass court muster and apply it retroactively to 1970, the year when the first schedule to be declared illegal was adopted. The commission has insisted that it lacks the legal basis on which to build an acceptable schedule. It says it needs specific authority from Congress. But the General Accounting Office, in a report requested by the Senate and House subcommittees, disagreed. It said the court opinions in the two fee cases provide adequate guidance (BROADCASTING, May 16, 1977). Chairman Ferris, asked about the matter at his confirmation hearing in September, committed the commission to a new effort. But he did not rule out a request to Congress for help (BROADCASTING, Oct. 3, 1977). The fee question involves two courts. The U.S. Court of Appeals in Washington, in December 1976, overturned the second fee schedule, which was adopted in 1976. And pending before the U.S. Court of Claims is a request by some 90 parties, including broadcasters, who are seeking an order to the government to refund the fees collected since 1970. The commission estimates it has collected \$164 million in fees since that year, about \$47.5 million from broadcasters.

**FM quadrasonic.** The National Quadrasonic Radio Committee (NQRC) was formed in 1972 by industry groups. It submitted its conclusions to the FCC in 1975 and the commission has conducted tests at its laboratory division since then. The FCC issued a notice of inquiry in June to study the merits of various quadrasonic techniques. Comments were filed in the proceeding last month (BROADCASTING, Dec. 19, 1977).

**Food advertising.** Federal Trade Commission staff attorneys are analyzing comments on a proposal to regulate claims and information contained in food advertising (BROADCASTING, May 10, 1976). The rule was proposed Nov. 7, 1974, with disputed issues of fact and comments submitted in opposition by broadcasters and advertising agencies and generally in favor by consumers (BROADCASTING, Aug. 4, 1975, et seq.). The commission concluded public hearings on the first phase of the proposal—involving energy, cholesterol, natural,

organic and health food claims—in January 1977. The FTC presiding officer and staff are preparing reports, with the latter study expected to call for significant changes in the proposed rule, and perhaps a new proposal. Hearings on the next two phases of rulemaking proposal, which also concern nutrition claims and comparisons, will not be held until the first phase is completed; the process is expected to be lengthy (BROADCASTING, Dec. 13, 1976).

**Format changes.** The FCC has concluded an inquiry to determine whether it can or should be involved in regulating program formats with an order concluding that it can't and shouldn't (BROADCASTING, Aug. 2, 1976). The commission said determination should be left to the discretion of the licensee and to the regulation of the marketplace. This is contrary to several recent appeals court decisions and the expectation is that the Supreme Court will ultimately decide the issue. Several citizen groups are appealing the commission's position (BROADCASTING, Sept. 13, 1976).

**Indecency.** The U.S. Court of Appeals in Washington has overturned an FCC declaratory ruling on indecent broadcasts as being vague and unconstitutional. The commission ruling had been aimed at WBAI(FM) New York for broadcast of a George Carlin comedy album. The appeals court, by a 5-to-4 vote, rejected the FCC's request for a rehearing, and the commission has decided to take the case to the Supreme Court (BROADCASTING, July 25, 1977). The FCC, meanwhile, appears to be backing off from an attempt to police obscenity and indecency on cable TV. It has asked the U.S. Court of Appeals in Washington to remand a case involving the agency's "clarification" of rules regarding cable and obscenity (BROADCASTING, July 25, 1977).

**KRLA(AM).** The U.S. Court of Appeals has reversed an FCC decision granting a Pasadena, Calif., frequency to Western Broadcasting Corp. (Bob Hope and others). The court said the commission erred in basing its decision on the basis of the most efficient engineering (BROADCASTING, May 16, 1977). The license of the interim operator of the station has been set for hearing on charges of misuse of funds (BROADCASTING, June 27, Aug. 9, 1977).

**License renewal legislation.** Bills to lengthen broadcast license terms and make licenses more secure against challenges have been relegated to the back burner in Congress, which came close to passing a measure in 1974. The Senate Communications Subcommittee continues to exhibit little interest in the subject, but House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has proposed lengthening radio licenses to as much as 10 years in his subcommittee's rewrite of the Communications Act (BROADCASTING, Oct. 17, 1977). The House subcommittee will not take time away from the rewrite to give separate consideration to bills such as that of subcommittee ranking Republican Lou Frey (Fla.), a measure that would lengthen radio and TV license terms to five years, exempt radio licensees from community ascertainment requirements, and cut down on license renewal-related paperwork (BROADCASTING, Feb. 28). Among renewal bills pending in the Senate is a measure by Commerce Committee ranking Republican James Pearson (Kan.) to lengthen the license term to five years and require the FCC to renew a license if the station's programming is responsive to the community, and if

the operation of the licensee's station in the previous term has been without "serious deficiencies."

**Minority ownership.** This issue became prominent last year when the FCC, in a parting gesture to outgoing Commissioner Benjamin Hooks, now executive director of the National Association for the Advancement of Colored People, began an inquiry into the possibility of creating a rule that would require 45 days' advance public notification of a planned station sale. This proposal was held out as one means of fostering increased minority participation in ownership. Comments in the proceeding were filed in the fall (BROADCASTING, Nov. 7, 1977). The National Association of Broadcasters, meanwhile, advanced its own proposal by filing a petition with the commission for a declaratory ruling that would provide for tax certificates to licensees that sell stations to minorities or minority controlled enterprises (BROADCASTING, Sept. 5, 1977). And the Small Business Administration, under prodding from former FCC Chairman Richard E. Wiley, is moving toward a change in its policy that would allow loans for the purchase of broadcast stations and cable systems, a practice that is also seen as a means of boosting minority ownership. Comments were filed last month with the SBA in its proceeding (BROADCASTING, Dec. 19, 1977). In that regard, Representative (and broadcaster) Cecil Heftel (D-Hawaii) has introduced legislation to allow the SBA to exceed its \$500,000 limit in loans to minority interests for the purchase of broadcast or cable properties. The bill also incorporates the NAB's tax-certificate proposal (BROADCASTING, Dec. 5).

**Network exclusivity on cable.** The FCC order substituting 35- and 55-mile zones for signal contours as the basis of protecting television stations has been affirmed by the U.S. Court of Appeals in Washington (BROADCASTING, April 14, 1977). Appeals have been filed by CBS, NBC and ABC television affiliates associations, the National Association of Broadcasters and a number of individual broadcasters. The commission has denied petitions for reconsideration of the order. The commission has also begun an inquiry to determine the purpose, desirability and effect of the exclusivity rules in light of the adoption of a copyright law including limited cable liability (BROADCASTING, Nov. 8, 1976).

**Network inquiry.** The FCC's network inquiry remains off the track, where it was left last summer when Senator Ernest Hollings (D-S.C.), chairman of the Senate Communications Subcommittee and of an appropriations subcommittee, blocked the reallocation of FCC funds needed to finance a staff for the project. Senator Hollings's purpose was to preserve staffing decisions for the Democratic chairman President Carter was due to appoint (BROADCASTING, July 4, 11, 1977). President Carter did the expected in September and nominated Charles D. Ferris, who had been a top aide to former Senate Majority Leader Mike Mansfield (D-Mont.) and was then general counsel to House Speaker Thomas P. O'Neill Jr. (D-Mass.). And during his confirmation hearing, on Sept. 26, Mr. Ferris said he would have recommendations for the inquiry staff "within 30 days" of his swearing-in. Later, he amended that to 30 "working days." But whatever the deadline, Chairman Ferris, who was sworn in on Oct. 17, has not met it and has not set a new one. His concern, he says, is in finding the best possible

person to head the inquiry. And that is proving to be difficult. He is known to have talked to a number of individuals from outside the commission—academicians and lawyers. But finding a person measuring up to the quality the chairman is seeking and who can also adjust a teaching schedule or a law practice to what might be a two-year absence is the problem that remains to be solved. As a result, commission officials were offering no predictions as to when the inquiry, initiated originally in response to a Westinghouse Broadcasting petition seeking examination of network-affiliate relationships and destined to be a major undertaking, will be back on the track.

**Network standings.** The Nielsen prime-time rating averages, for the weeks Sept. 5-Dec. 11, 1977: ABC 20.8, NBC 18.1 and CBS 18.0. And that's been the story since the beginning of the TV year. Of the 14 weeks season-to-date, ABC has won 13, NBC one; NBC has been second nine weeks. CBS five. In daytime, the story is a



**Powerhouse.** The engine that pulls ABC-TV's train to ratings supremacy: *Laverne and Shirley*, ranked the number-one show most weeks of last season, averaging a 50 share of audience.

bit different: CBS leads with a 7.5 followed by ABC with a 7.3 and NBC with a 6.2. In weekday early morning, NBC leads: 4.2 to ABC's 3.2 and CBS's 2.2. In late night, it's NBC leading again, with an 8.2 to ABC's 6.8 and CBS's 6.3. On Saturday morning, ABC reigns 7.7 to CBS's 6.9 and NBC's 4.3.

**Nominations.** Broadcast-related nominations pending in the Senate include that of Irby Turner to the board of the Corporation for Public Broadcasting. The controversial nomination, opposed by some minority and citizen groups, will probably be subjected to a hearing before the Communications Subcommittee. In addition there are two nominations pending to the Board for International Broadcasting, Rita Hauser and Frank Markoe. One nomination yet to come is that of Henry Geller to be new Commerce Department assistant secretary for telecommunications; that is expected to be sent to the Senate early this year.

**Operator licensing.** The FCC this year may complete a rulemaking that on its face would not appear to be of cosmic importance to the future of the broadcasting industry, but it is one that has stirred considerable controversy. It is a proposal to drop the requirement for tests for what are now third-class radio operators (BROADCASTING, July 4, Aug. 22, 1977). The pro-

posed rule would permit the routine operation of AM and FM stations by persons holding a restricted radio-telephone operator permit—for which no examination is required—in place of the presently required limited radio-telephone operator permit endorsed for broadcast operation.

Broadcasters for years have been complaining about the difficulty of locating holders of third-class permits. And although described by commission officials as "simple," the exam is failed by 50% of those who take it. However, some who have successfully taken the exam have expressed opposition to the plan to abandon it.

The rulemaking proposal also contains a number of other elements. For instance, it calls for a dual license structure—one series for the routine operation and one for the technical operation and maintenance of the various classes of radio stations, for the retitling of licenses, and for a new class of operator license for the operation of television broadcast transmitters.

Deadline for comments in the rulemaking is tomorrow (Jan. 3), and for replies, Jan. 31.

**Pay cable, pay TV.** The U.S. Court of Appeals in Washington overturned the FCC's pay cable rules designed to protect broadcasters against the siphoning of sports and movie programming (BROADCASTING, March 28, 1977). The decision held that the commission exceeded its authority over cable in promulgating the rules and failed to present evidence to support its claim that such rules were needed. The court also directed FCC members and staff to avoid ex parte contacts in rulemaking proceedings. The commission petitioned the Supreme Court in July to review the appeals court decision, claiming the FCC has the same authority to regulate cable as it does over-the-air pay TV, but was turned down by the high court in October.

As an industry, pay cable grew from a universe of 900,000 subscribers of 300 systems to approximately 1.2 million subscribers of more than 440 systems in 1977. Those 1.2 million represent about 15%-20% of the total cable subscribers and produce about \$9 million per month of gross revenue. Monthly rates for pay service average out to \$8 (in addition to the \$6 average for basic service). There are about 360 cable systems using earth stations to receive their pay programming.

Of the programming suppliers, Time Inc.'s Home Box Office is the largest, controlling about 80% of the business—that translates into about 800,000 subscribers in 46 states. HBO, the first supplier to use satellite distribution of its product, celebrated its fifth birthday in 1977 with the announcement that, for the first time, it turned a profit, breaking into the black for both the third quarter and the January-to-September period. But HBO will not have a monopoly on satellite distribution for long. Viacom International's Showtime service announced in October its plans to distribute its programming via a satellite network, with feeds scheduled to start in March or April. Showtime service is currently delivered by cassette or microwave and is taken by 90,000 subscribers of 50 cable systems.

Over-the-air subscription television became a reality in 1977 when Wometco Enterprises' WTVG-TV (formerly W8TB-TV) Newark, N.J., went on the air March 1, sending its scrambled signal from 8 p.m. to 2 a.m. daily to customers who pay \$12.95 a month for a decoder. A month later KBCS-TV Corona, Calif. (Los Angeles) went

on the air offering its programming from 8 p.m. to midnight on weekdays and from 6 p.m. to midnight or later on weekends. The two stations have an estimated 5,400 subscribers producing about \$90,000 in revenues a month.

**Payola.** It all began with a tale by a Washington concert promoter, William Washington, that he and a partner, Jack Boyle, were forced to pay a WOL(AM) Washington disk jockey \$14,000 worth of "blood money" for on-air promotion of concerts (BROADCASTING, Feb. 21, 1977). By summer, however, the FCC investigators, after months of hearings with testimony by musicians, promoters, station owners and disk jockeys, had decided that the public at least had seen enough: The investigation went behind closed doors—where it has stayed.

According to the disk jockeys, they were unable to make a go of their own concert promotion firm, DJ Productions, because Mr. Boyle and Mr. Washington had the capital area "blocked out" to other promoters. The \$14,000 payment and several other smaller ones, they said, were for promotion services they supplied the promoters (BROADCASTING, March 7, 14, 1977). Mel Edwards, the WOL DJ who headed the promotion firm, was let go by Sonderling Broadcasting's station after he admitted he had continued with his concert promotions even as the FCC was conducting its public hearings (BROADCASTING, April 11, 1977). According to Mr. Edwards's attorney, he has been unable to find a position in broadcasting since.

Although the commission closed the hearings, and the investigators have refused to comment on any but the most general aspects of their case, the commission has said it is studying similar charges in other cities. The investigators have been working in Los Angeles, and a promoter in Norfolk, Va., told BROADCASTING he had had similar encounters with radio station personnel there. Those involved have denied his charges (BROADCASTING, April 11, May 5, 1977).

In an unrelated case, Nat Tarnapol and three other executives with Brunswick Record Corp. won an appeals-court reversal of their convictions of a multicount payola conviction. The U.S. Court of Appeals in Philadelphia remanded the case to a district court, however, for a new trial on a count relating to the alleged payola (BROADCASTING, Aug. 29).

**Performers royalties.** The proposal to create new performers' royalties that broadcasters and other users of recorded music would have to pay performers and manufacturers of recorded music, which has been kicked around in Congress for more than 30 years, is currently dormant. But interest in it may revive after Jan. 3, when the register of copyrights reports her opinion on it to Congress.

The major revision of the copyright law, which was signed by the President in 1976, deferred action on performers' royalties pending Register Barbara Ringer's report. At this writing, her recommendation was not yet available, but her previously stated support of the principle leaves little doubt in broadcasters' minds what she will say.

There is a bill pending in the House to create performers' royalties. The product of Representative George Danielson (D-Calif.), it would have broadcasters pay royalties on the records they play based on broadcasters' advertising revenues. It would have radio stations pay 1% of their net revenues if gross annual revenues are over \$200,000; \$750 if gross revenues are \$100,000 to \$200,000; \$250 if revenues are

\$25,000 to \$100,000. TV stations would pay \$750 if annual gross advertising receipts are \$1-\$4 million, \$1,500 if revenues are over \$4 million.

In hearings at the copyright office, broadcasters flatly opposed the performers royalties concept. The National Association of Broadcasters argued that it would force many radio stations to curtail their service, and might drive some out of business. James Popham, NAB assistant general counsel, testified that Mr. Danielson's bill would cost the radio business \$15.2 million, or 16.8% of total radio profits in 1975. He said 40% of AM stations and AM-FM combinations lost money in 1975, 60% of independent FM stations (BROADCASTING, July 11, 1977).

Among materials solicited by the register for the record in the matter is a study done this year by the Washington firm of Rutenberg, Friedman, Kilgallon, Gutches & Associates, that concluded that performers' royalties will not hurt radio stations as much as broadcasters claim. (BROADCASTING, Nov. 14, 1977). Broadcasters, including the networks, sharply contested the study's suggestion that there might be "hidden profits" at radio stations not reflected in their annual financial reports to the FCC. They also criticized the report's conclusion that stations will be able to pass the costs of royalties on to their advertisers (BROADCASTING, Dec. 5, 1977).

Meanwhile, in the Senate, jurisdiction over copyright matters is expected to pass to the Senate Antitrust Subcommittee, whose chairman, Senator Edward Kennedy (D-Mass.), has supported the performers' concept in the past.

No doubt there will be some stormy dialogue on the issue this year, but there are some who think it will amount to much ado about nothing.

**Pole attachment legislation.** Bills concerning the regulation of cable pole attachments were passed last year by the full House and by the Senate Commerce Committee. They are significantly different, however, and as things stood at the end of the year, it appeared certain the Senate's version will prevail, perhaps in the early months of this year. The House's bill establishes a zone of reasonableness for pole attachment rates, within which state and local regulations would have to fall, and to be enforced by the FCC. But the Senate Commerce Committee's bill would apply the zone of reasonableness only in areas where there is no state regulation. The Senate's bill, unlike the House's, also contains a provision authorizing the FCC to fine cable systems for rule violations. Although the House's version is clearly the preferable bill from the cable standpoint, the National Cable Television Association has agreed to support the Senate version. Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) is adamant for the states rights approach and in an informal agreement with the House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has seen to it that the Senate approach will not be opposed.

**Telecommunications policy.** White House involvement in this area is at the moment limited. Under the President's reorganization of the executive branch, the Office of Telecommunications Policy will be dismantled and its functions spread among the White House (presidential policy options), the Office of Management and Budget (arbitration of interagency frequency disputes), and the bulk of the duties going to the new Commerce Department

unit headed by an assistant secretary for telecommunications (BROADCASTING, Aug. 1, 1977). Although the reorganization plan became effective in November, it is yet to be implemented by executive and department orders, and the new assistant secretary will not be nominated until that happens. It is widely anticipated, however, that a former FCC general counsel, Henry Geller, will be named to the post. But until then, Carter communications policy will be hard to pin down.

**Television In Congress.** After years of studies, debate, second thoughts, more studies and more debate, Congress last year made the first definitive move toward lifting the ban on radio and TV coverage of its floor proceedings. The House went first, passing a resolution in October to permit permanent live audio and visual coverage in the chamber beginning this year. Opposition to the resolution was overwhelmed, 342-44 (BROADCASTING, Oct. 31, 1977).

The Senate is still postponing the question

in motion for broadcast coverage of the House, support House control, Mr. O'Neill having already instructed the architect of the Capitol to proceed with preparations for purchase and installation of the necessary equipment.

The decision on the correct way to proceed was specifically delayed in the House's resolution until Feb. 15, at which time the House Rules Committee is to make its final recommendation to the Speaker. But regardless of what that recommendation will be, the outcome seemed already in the cards.

Under the House-passed resolution, the broadcast feed, which is to record the House daily from "gavel to gavel", will be available to any broadcast station that wants it. The picture it will show will probably be the same as that members of the House have been seeing on closed circuit monitors during the broadcast test the House has been operating since March 15. The cameras will focus on the Speaker's desk and the rostrum in the well at the front of the chamber and on the two tables



**Eye on the House.** A congressional technician monitors closed-circuit testing of the House's then-internal TV system. The likelihood is that this year the camera feeds will go outside Congress to the public. And it's likely that a congressional staffer will control the cameras.

of permanent coverage, but during the year it tested several TV cameras in the chamber and has pending a resolution to permit radio and TV coverage of debate on the Panama Canal treaty, expected to take place this year. That resolution confines itself to the one occasion, but it is seen by many in the Senate as the test run for permanent live coverage.

While it was clear from the House's vote that that body is ready to see itself on TV, the House had not resolved by year's end how best to accomplish the feat. The question was one of control. Should the House retain control over the system, running its own cameras and distributing the feed, or should it let the commercial networks and the Public Broadcasting Service, acting as a pool, handle the production?

While a consortium of news organizations, led by the Radio Television News Directors Association and including the networks, continues to lobby the House for pool operation by broadcasters—it argues that the news product should be controlled by news media, (also see story, this issue) not newsmakers—it seemed doubtful the group would overcome deep-rooted suspicions in the House, particularly of the networks. Major powers in the House, chiefly Speaker Thomas P. (Tip) O'Neill Jr. (D-Mass.) and Representative Jack Brooks (D-Tex.), chairman of the Select Committee on Congressional Operations that set the wheels

from which majority and minority sides manage legislation. Unless there is an outburst or some other extraordinary event, the cameras will not pan the whole chamber, which usually is nearly empty and where can occasionally be spotted a few members in less than attentive poses—reading newspapers or dozing.

**TV violence and sex.** Violence and sex on television were a hot issue in 1977. Pressure was applied to the television networks by viewers, citizen groups, advertisers, Congress, station owners and the National Association of Broadcasters, all protesting or reacting to protests that the amount of hard action and sex being beamed into living rooms everywhere had reached intolerable levels.

Some of the main events:

- Groups such as the National Parent Teachers Association and the American Medical Association declared war on TV violence, the PTA holding regional hearings across the country to focus attention on the problem. The PTA ultimately put the networks "on probation" until this month. If there is no evidence of improvement, it said, it will put into action a series of measures, including boycotts of advertisers and programs, filing petitions to deny selected station licenses at the FCC and civil litigation. The AMA has been funding violence research of the National Citizens Committee for Broad-

## Ferris sends out signals on bilingual problem

**In concurring statements from him and Brown in KVIA-TV renewal, they indicate concern for minorities, and chairman goes on to question how a station can serve a market in which more than one language is prominent**

Chairman Charles D. Ferris and Commissioner Tyrone Brown, President Carter's first two and thus far only FCC appointees, have indicated a readiness to take a close and critical look at whether broadcasters' programming serves the needs of minority groups—specifically including, in the chairman's case, the question of whether the programming is in a language the minorities can readily understand.

Their views were expressed in concurring statements issued last Dec. 23 in a proceeding in which the commission had voted earlier to reject a citizen group's petition to deny the renewal application of KVIA-TV El Paso, Tex., and grant the application (BROADCASTING, Dec. 5, 1977). The petition had been filed by the Committee for the Development of Mass Media.

Both Chairman Ferris and Commissioner Brown noted that the so-called "minority" in El Paso—the Spanish-speaking—was actually a majority (56% of the population), and that the only Spanish-language public affairs program that the station broadcast was at 10:30-11 a.m. Sundays, "traditionally a low-television viewing period," Chairman Ferris said. (However, the commission in its order said that, over-all, the station devoted 95 minutes weekly to public affairs.)

They also were critical of the commission's reliance on public affairs programming as the only measure of whether the station is meeting the needs and interests of its community. Commissioner Brown said the commission's precedents indicate that the licensee's obligation in that respect "runs to the totality of the station's programming."

The presence of a substantial percentage of Mexican-Americans in the El Paso area caused the chairman to raise a question as to whether the commission should aid licensees in bilingual communities by developing clearer guidelines as to when and to what degree bilingual service is necessary to meet our basic test of serving their communities' needs. A trustee of the public surely has a fiduciary obligation to speak to those for whom he holds that trust in a language they can readily understand, he said. One option he said might be used by licensees who feel a majority of their audience would object to Spanish-language programming is the type of closed

casting, which rates the most violent shows and puts together rankings of advertisers who most frequently place commercials on violent programs. Antiviolence statements were also put out by such diverse groups as the United Church of Christ, the American Library Association, and the Congressional Wives' Task Force (BROADCASTING, Oct. 17, 1977).

■ The messages of those groups and individual irate viewers regularly found their way to Congress, where Communications Subcommittees in both houses called hearings to look into the matter last year. The House subcommittee's subsequent effort to make a statement on TV violence nearly broke down, the panel splitting into two camps deeply divided on the question of how to apportion responsibility for the problem. Those wanting to write a strong indictment of the networks protested heavy network lobbying as they lost in an 8-to-7 vote to the other camp, which supported a report critical of the networks but also assigning blame to TV producers and writers, advertisers and viewers (BROADCASTING, Oct. 3, 1977).

■ The National Association of Broadcasters, meanwhile, wrestled with the problem of the void left in its TV code after the code's family viewing provision was struck down by the Los Angeles district court. Convinced that the networks were making strides to curtail violence, the TV board's focus shifted, however, to TV sex. The board considered a new provision going beyond the code's prohibition of obscene, indecent or profane matter "as proscribed by law" to include matters "generally perceived" to be obscene. But it ultimately settled on a prohibition of shows which code subscribers "determine to be obscene, profane or indecent," thereby averting trouble with the networks and with Hollywood writers and producers, the latter group having threatened a suit over the words "generally perceived" (BROADCASTING, Sept. 19, 1977). The NAB TV code board also initiated what may become regular meetings with the TV network heads, Hollywood writers and producers and major groups critical of TV to try to resolve problems through increased communication.

■ Last year was also the year advertisers began applying pressure to the networks. Several of them—Sears, Roebuck and Eastman Kodak, for instance—adopting policies against buying time during programs with excessive violence.

There were signs at the year's end that the uproar over violence and sex may be abating somewhat. The staff of the Senate Communications Subcommittee reported it received less mail from angry citizens than earlier in the year. Although there are still some on the House Communications Subcommittee who feel strongly about the subject, that panel shows no signs of reopening its inquiry.

**UHF.** FCC's May 1975 notice of inquiry of UHF taboos to determine whether restriction on the proximity of stations could be reduced is still outstanding (BROADCASTING, June 2, 1975). In July of 1976, a coalition of broadcast organizations—the Council for UHF Broadcasting, the National Association of Broadcasters, the Corporation for Public Broadcasting, the Public Broadcasting Service and the Association of Maximum Service Telecasters—filed an "Action Plan for UHF Development" that is designed to improve reception and transmission and in August it submitted to the FCC petitions for rulemaking to provide a permanent UHF antenna on any set with VHF was

adopted by the FCC and takes effect next July (BROADCASTING, Dec. 20, 1976). The commission has established a task force to draft a master plan for use of the UHF spectrum (BROADCASTING, March 14, 1977), expected early this year. Comments have been filed in the FCC rulemaking looking to reduced permissible noise levels in UHF receivers (BROADCASTING, March 18, 1977). Texas instruments has delivered a prototype receiver, built under FCC contract, which is aimed at overcoming UHF taboos (BROADCASTING, Dec. 12, 1977). CUB, NAB and AMST have commissioned the Georgia Institute of Technology to measure the performance of UHF antennas. FCC Commissioner James H. Quello has sent a proposal to Chairman Charles D. Ferris, saying the time has come to develop a comprehensive approach to UHF (BROADCASTING, Dec. 19, 1977). It was greeted with enthusiasm by the chairman and will be taken up at the first commission meeting of the year.

**VHF drop-ins.** This FCC proceeding, of several years' standing, looks to short-spaced TV assignments in four markets and anticipates the possibilities of further rulemakings for drop-ins in other markets (BROADCASTING, March 14, 1977). Comments, most of them negative from broadcasters, were filed with the commission last month (BROADCASTING, Dec. 19, 1977).

**WARC.** Starting this month, the U.S. and the 152 other member nations of the International Telecommunication Union are in what the technicians and officials involved regard as the homestretch in developing national positions to present to the World Administrative Radio Conference in 1979, the most critical WARC in years. It will be concerned not with a single issue but with the over-all international table of frequency allocations. A framework will be created within which each nation will, within certain limits, be obliged to conform its allocations. And that framework is expected to remain in place for the next 20 years.

The conference, which is scheduled to run for 10 weeks, does not start until Sept. 24, 1979, but each nation's proposals are due to be submitted to ITU by next January. Preliminary work has been under way for several years. The FCC, for instance, already has issued five notices of inquiry in connection with its responsibility to help prepare the U.S. position. (The U.S. position is being prepared by the commission and the Office of Telecommunications Policy.) And U.S. teams have been sent to 22 countries to exchange views on the ideas being fashioned into U.S. proposals.

Although a considerable amount of work in developing the U.S. position has been done, the U.S. delegation that will present it has yet to be named. But the State Department is expected to begin remedying that deficiency early this year by appointing the person who will head with the rank of ambassador. Indications were that the appointment would go to former FCC Commissioner Glen Robinson, who is now on the law faculty of the University of Virginia (BROADCASTING, Dec. 5, 1977).

Of all the myriad issues raised by the WARC preparation, two are of particular interest to broadcasters. One involves the future of UHF (the commission's proposal is to make no change in that section of the spectrum [BROADCASTING, May 20]). The other is a proposal to expand the present AM broadcast band (BROADCASTING, July 4, 1977).

captioning system that is being developed to aid the hearing impaired.

Chairman Ferris said he was persuaded to concur in the renewal of KVIA-TV by the fact that the petitioners had not alleged sufficient facts concerning the over-all need for bilingual television service in El Paso to warrant a renewal hearing, as well as by the commission's finding that KVIA-TV's to Mexican-American "service has been adequate, 'especially considering' the 'brief stewardship' of its current licensee."

Marsh Media acquired the station one year before filing its renewal application, the Chairman noted, adding: "I would expect to take a much harder look three years from now when this licensee has held a longer stewardship in the El Paso community."

Commissioner Brown said that since the petitioners had not put in issue "the totality of KVIA-TV's programming in addressing Mexican-American needs and interests," the licensee was required to respond only to allegations concerning the discontinuance of one particular program and the responsiveness of the station's other public affairs programs."

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## In the running for the NAB boards

### Twelve radio, six TV slots are to be filled in upcoming election

Forty broadcasters, nine of them incumbents, have been nominated for 18 seats on the National Association of Broadcasters radio and TV boards. Roughly half of the association's elective board positions become available every year; 12 are up for election on the radio board this year, six on the TV board. Final ballots will be mailed to NAB members Jan. 13 and they're to be returned for final tally Feb. 13. New members take office at the board's annual June meeting.

There are 28 radio board nominees, who will represent eight districts and four at-large seats. They are (\* indicates incumbents):

*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) William Eure Jr., WSSV(AM)-WPLZ(FM) Petersburg, Va.; 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; Adrian White, KPOC-AM-FM Pochontas, Ark.

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

*District 10* (Iowa, Missouri and Nebraska) Dale Cowle, KASI(AM)-

KCCQ(FM) Ames, Iowa; Robert McKune \*, KTTR(AM)-KZNN(FM) Rolla, Mo.

*District 12* (Kansas and Oklahoma) Fred Conger, KWBW-AM-FM Hutchinson, Kan.; 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.; Roy Mapel, KIML(AM) Gillette, Wyo.

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

*Class A* (Markets of 500,000 or more) David Morris, KNUZ(AM)-KQUE(FM) Houston; 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.; Wendell Mayes Jr., KNOW(AM) Austin, Tex.

*Class C* (markets of 15,000 to 100,000) Frank Balch, WJOY(AM)-WQCR(FM) Burlington, Vt.; Walter Rubens, KOBE(AM)-KOPE(FM) Las Cruces, N.M.; Philip Spencer, WCSS-AM-FM Amsterdam, N.Y.; Julius Talton, WHBB(AM)-WTUN(FM) Selma, Ala.

*Class D* (markets below 15,000) Clint Formby, KPAN-AM-FM Hereford, Tex.; William Rollins, WSYM(AM) Valdese, N.C.; J.T. Whitlock, WLBN(AM) Lebanon, Ky.

On the television side there are 12 nominees for six at-large seats: Forest Amsden \*, KGW-TV Portland, Ore.; Robert Bennett, WCVB-TV Boston; Thomas Cookerly, WJLA-TV Washington; Don B. Curran, Field Communications, San Francisco; Bob Gordon WCPO-TV Cincinnati (immediate past chairman of the NAB TV board); W. Frank Harden, State Telecasting Co., Columbia, S.C.; Ray A. Karpowicz, KSD-TV St. Louis; Robert K. King, Capital Cities Communications, Philadelphia; Mike McKinnon, KIII(TV) Corpus Christi, Tex.; Mark Smith, KLAS-TV Las Vegas, Nev.; Leonard Swanson \*, WHC-TV Pittsburgh; Walter Windsor, WFTV(TV) Orlando, Fla.

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## STV push on in Newark

### Wometco begins marketing its WTVG Home Theatre to cable systems, apartments and plans translator to increase NYC coverage

Wometco Enterprises has launched a new marketing campaign for its over-the-air subscription TV service—an effort it believes will take the movie package from the "developmental" stage with about 1,500 subscribers in 1977 to strong numbers in 1978.

Announced last month were the first affiliation agreements for independent firms to market the scrambled signal originating from WTVG-TV (channel 68) Newark, N.J. Already on board are four master antenna television system vendors

which will provide the service to apartment houses in the New Jersey/greater New York City area, and another two companies that will sell it to private homes in licensed territories. Other operators, including cable systems, are expected to sign for the Wometco Home Theatre service throughout this year.

Wometco also will continue to promote its monthly package of about 10 new films, two encore films and one or two concerts on its own. The WTVG service area currently is said to encompass about three million homes and apartments. Plans are to install a circularly polarized UHF translator atop New York's World Trade Center early this year. With that, another two million residences are expected to be able to pick up the WTVG scrambled signal. During the day, WTVG provides a conventional TV mix of religious, financial, ethnic and other programming.

According to J. Milton Lewis, president of Wometco Home Theatre, which runs from about 8 p.m. to 2 a.m. daily on WTVG, Wometco anticipates about 22,000 subscribers by the end of 1978. However, he claims, "I really see no way we're going to go that slow," adding that the company might "double or triple the install rate."

Currently being installed are decoders produced by Blonder-Tongue Laboratories. They are being produced, said Mr. Lewis, at a rate now of about 400 per week, which may increase. With the new year, Wometco Home Theatre rates rose

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**Alabama connection.** Kenneth R. Giddens, president of WKRG-TV Mobile, Ala., has sold 780 acres of waterfront property to a group with connections to the Rev. Sun Myung Moon. Mr. Giddens said he received \$2 million for his land at Bayou La Batre, Ala., about 25 miles south of Mobile. He said he "never had any dealings with Reverend Moon" and learned only after the Nov. 30 closing of the transaction that the individuals who bought the mile of waterfront property received "spiritual guidance" from the controversial Korean minister.

Three individuals representing Oceanic Enterprises Inc. of Norfolk, Va.—Bo Hi Pak, Michael Runyon and Bob Wilson—approached Mr. Giddens, he said, to buy his land for a shrimp-packing operation and other related industries. Until press reports outlined the connection between those people and Mr. Moon, Mr. Giddens said he was unaware of any relationship.

Mr. Giddens called the sale a "purely above-board business transaction" with Oceanic. He said that "I cannot guarantee that some of the money was Reverend Moon's." Mr. Giddens was not overly concerned about the minister's possible connection. "We've got freedom of religion in this country," Mr. Giddens said. "Besides, I understand Reverend Moon's an evangelical Christian—just like President Carter."

from \$12.95 to \$13.95 per month. Installation costs \$25; with credit standing in the community, a \$25 deposit on the decoder is required, without credit, a \$200 deposit. In the case of MATV or CATV operators, the vendor may set the price for the service. Wometco Home Theatre, however, is asking a return of about \$5.50 for each subscriber.

Wometco Home Theatre has been running during the evening on WTVG-TV since last March. And last August, Wometco Enterprises purchased 80% of the station, leaving Blonder-Tongue the remaining 20% (BROADCASTING, Aug. 1, 1977).

There had been plans to put Wometco Home Theatre on satellite to distribute it

nationally ("Closed Circuit," Oct. 31, 1977), however, Wometco "suspended that effort," Mr. Lewis said, to allow more time to "prove the programming concept" first.

### Changing Hands

#### Announced

The following station sales were announced during the past two weeks, subject to FCC approval:

■ KFRM(AM) Salina, KICT(FM) Wichita, both Kansas: Sold by Jaco Inc. to Journal Star Stations for \$4 million. Seller is owned by Mack Sanders, owner of KBIL-

AM-FM Liberty, Mo.; KECK(AM)-KHAT(FM) Lincoln, Neb., and KTOW(AM)-KGOW(FM) Tulsa, Okla. Mr. Sanders has sold, subject to FCC approval, KOOO-AM-FM Omaha for \$1.2 million (BROADCASTING, July 4, 1977) and has received commission approval of his purchase of WENO(AM) Madison, Tenn. (Nashville) for \$750,000 (BROADCASTING, Oct. 17, 1977). Buyer is wholly owned by Peoria (Ill.) Journal Star Inc., principally owned by Henry P. Slane and Elizabeth T. Heidrich, publisher of *Peoria Journal-Star* and owner of KSSS(AM) Colorado Springs; KBMY(AM) Billings, Mont.; KNOX(AM)-KYTN(FM) Grand Forks, N.D., and WAZY-AM-FM Lafayette, Ind. John G. Enoch is vice president and general manager of broadcast division. KFRM is 5 kw daytimer on 550 khz. KICT is on 95.1 mhz with 100 kw and antenna 500 feet above average terrain. Broker: Blackburn & Co.

■ WACQ(AM)-WTTK(FM) Boston: Sold by Plough Broadcasting Inc. to GCC Communications for \$3.7 million. Seller is subsidiary of Schering-Plough Corp., drug manufacturer and major radio group owner of WPLO(AM)-WVEE(FM) Atlanta; WCAO-AM-FM Baltimore; WJJD-AM-FM Chicago; WMPS(AM)-WHRK(FM) Memphis, and WQXM(AM) Clearwater-WSUN(FM) St. Petersburg, Fla. H. Wayne Hudson, president of Plough Broadcasting, said sale was part of "over-all evaluation" of company's holdings with view toward "upgrading and expansion." R. C. Crisler served as consultant in evaluation, Mr. Hudson said. Buyer is subsidiary of publicly held General Cinema Corp., owner of WCIX-TV Miami and WIFI(FM) Philadelphia. GCC has been involved for several years in litigation before courts and FCC to acquire WEFM(FM) Chicago and has reached tentative settlement. It also owns major motion picture theater chain, bottling plants and other enterprises. Alexander M. Tanger is president of buyer. WACQ is on 1150 khz with 5 kw full time. WTTK is on 100.7 mhz with 50 kw and antenna 500 feet above average terrain.

■ KDMS(AM)-KRIL(FM) El Dorado, Ark.: Sold by El Dorado Broadcasting Co. to Lowery Broadcasting Co. for \$750,000. Seller is owned by J.A. West Jr., 50% owner of WJFL(AM) Vicksburg, Miss. Buyer is owned by John T. Lowery, El Dorado and Little Rock, Ark., businessman with no other broadcast interests. KDMS is 5 kw daytimer on 1290 khz. KRIL in on 99.3 mhz with 2.95 kw and antenna 300 feet above average terrain.

■ WENZ(AM) Highland Springs, Va. (Richmond): Sold by Baron Radio Inc. to Drum Communications Inc. for \$650,000. Seller is owned by Mr. and Mrs. Ralph J. Baron, owners of WEDO(AM) McKeesport, Pa. Buyer is owned equally by four New Yorkers—Robert Browne, Daniel Mitchell, Herbert Britton and Robert S. Smith. Messrs. Browne and Mitchell are president and executive director, respectively, of Black Economic Research Center. Mr. Britton is investment banker. Mr. Smith is former vice president and



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1/278

general manager of WOR-AM-FM-TV New York. None has other broadcast interests. WENZ is on 1400 khz with 1 kw day and 250 w night. Broker: Blackburn & Co.

■ **WWTG(AM)** Minneapolis: Sold by Buckely Broadcasting Corp. to Minnesota Metropolitan Radio Inc. for \$600,000. Seller is major group owner of KGIL-AM-FM San Fernando, Calif.; KKH-AM-FM San Francisco; WDRC-AM-FM Hartford, Conn., and is principally owned by Richard D. Buckely Jr. and Stanley G. Warwick. Buyer is owned by Robert E. Short, Minneapolis businessman with no other broadcast interests. WWTG is 5 kw daytimer on 1280 khz.

■ **KYNG(AM)** Coos Bay, Ore.: Sold by Western Broadcasters Inc. to Sequoia Broadcasting Inc. for \$125,000, plus \$195,000 in consulting and noncompetition covenants. Seller is owned by Phillip J. Waters, who has no other broadcast interests. Buyer is owned by Richard J. Behrendt and his wife, Susan. Mr. Behrendt is former station manager of KRON(TV) San Francisco. Mrs. Behrendt is daughter of late Ted R. Gamble, long-time Oregon broadcaster who had interests in KOIN-AM-FM-TV Portland and KAST(AM) Astoria. Behrendts have no other broadcast interests. KYNG is 1 kw daytimer on 1420 khz. Broker: William A. Exline Inc.

■ **KLAN(AM)** LeMoore, Calif.: Sold by Sadler and Fischer Enterprises to Cross Country Communications Inc. for \$225,000, plus \$36,000 consulting covenant. Seller is owned by William H. Sadler Jr. and Joseph P. Fischer, who have no other broadcast interests. Buyer is owned by K.E. (Tony) Burke and J. Bruce Johansen. Mr. Burke is former station manager of KBSC-TV Los Angeles. Mr. Johansen is executive vice president of Allstate Distributors, Los Angeles promotional products firm, and is former general manager of KBSC-TV. KLAN is 1 kw daytimer on 1320 khz. Broker: William A. Exline Inc.

■ **KHDN(AM)** Hardin, Mont.: Big Horn Broadcasting Inc., licensee, sold by Merlyn and Marlene Hedin to Robert Rezanka for \$215,000. Neither Mr. Hedin nor his wife has other broadcast interests. Buyer, who has simultaneously filed application to purchase KRWS(FM) Hardin from another party (see page 64), is airline pilot with no other broadcast interests. KHDN is on 1230 khz with 1 kw day and 250 w night.

■ Other station sales announced by the FCC during past two weeks include: WRBI(FM) Batesville, Inc. (see page 64).

The following station sales were approved by the FCC during the past two weeks:

■ **WHYI(FM)** Fort Lauderdale, Fla., and **KEZK(FM)** St. Louis: Sold by Heftel Broadcasting Inc. to Metroplex Inc. for \$4,550,000, plus \$1,480,000 covenant not to compete. Seller is U.S. Representative Cecil Heftel (D-Hawaii), who has been reducing his broadcast holdings since his election in 1976. He still owns KGMB(AM) Honolulu. Buyer is owned by Norman

Wain and Robert Weiss, owners of KOAX(FM) Dallas, WHYI operates on 100.7 mhz with 100 kw and antenna 930 feet above average terrain. KEZK operates on 102.5 mhz with 63 kw and antenna 370 feet above average terrain.

■ **KAIR-AM-FM** Tucson, Ariz.: Number One Radio, licensee, sold by H. Lee Druckman and others to Surrey Broadcasting Co. for \$1.6 million. Sellers are Mr. Druckman and Edwin G. Richter (28.3% each), Frank Kalil (14.8%), Howard D. Duncan (10.7%) and six others. Messrs. Richter, Kalil and Duncan also hold minor interests in WYTV(TV) Youngstown, Ohio. Buyer is owned equally by John W. Nichols, H. Campbell Stuckeman and J.E. Fowler Jr. Messrs. Nichols and Stuckeman have various investment and petroleum interests in Oklahoma. Mr. Fowler is chairman of oil and gas marketing firm in Shreveport, La. They have no other broadcast interests. KAIR in on 1490 khz with 1 kw day and 250 w night. KAIR-FM operates on 94.9 mhz with 25 kw.

■ **WRUN(AM)-WKGW(FM)** Utica, N.Y.: Sold by 1150 Broadcasting Inc. to, respectively, WRUN Inc. and WKGW Inc. for \$1 million. Seller is subsidiary of Woods Communications Corp., John Woods, president. Seller also owns WTOB(AM) Winston-Salem, N.C. Buyers are principally owned by Robin B. Martin (51%), staff member in administration of former President Gerald Ford, and new director of corporate affairs with Outlet Co., Providence, R.I. who also has interests in WKNY(AM) Kingston and WOLF(AM) Syracuse, both New York, and WMGW(AM)-WZPR(FM) Meadville, Pa. Other buyers are William Seidman, adviser with Aspen Institute, Washington; William Nicholson, Washington manager for Amway Corp. (owner of Mutual Broadcasting System), and Ernest S. Johnston, Washington advertising executive. Mr. Seidman has minor interests in KSPN(AM) Aspen and KVMN(AM) Pueblo, both Colorado. WRUN operates on 1150 khz with 5 kw day and 1 kw night. WKGW is on 104.3 mhz with 100 kw and antenna 500 feet above average terrain.

■ **WKLH(FM)** Montgomery, Ala.: Sold by Griffin Broadcasting Co. to Colonial Broadcasting Co. for \$500,000. Sellers are Gillis, Lloyd and Sidney Griffin, brothers (one-third each). They have no other broadcast interests. Buyer is owned equally by three brothers, Robert, James and Thomas Lowder, owners of Montgomery insurance agency, mortgage company and construction firm. They have no other broadcast interests. WKLH is on 92.3 mhz with 50 kw and antenna 409 feet above average terrain.

■ Other station sales approved by the FCC during past two weeks include: KQM(FM) Honolulu; KAIN(AM) Nampa, Idaho; WPF(FM) Terre Haute, Ind.; KYBS(FM) Livingston, Mont.; WABY(AM) Albany, N.Y.; WMRF-AM-FM Lewiston, Pa.; WJUN(AM) Mexico, Pa., and KKA(AM)-KQAA(FM) Aberdeen, S.D. (see page 64-65).

## Sterling agrees to pull disputed Bayer TV spots

**Aspirin maker agrees to stop using ad that cites FDA report after agency complained of misrepresentation; Tylenol manufacturer also under fire**

The Sterling Drug Co., manufacturer of Bayer aspirin, has agreed to stop running a commercial that the Food and Drug Administration said distorted an FDA report on the safety of pain-killing drugs. Another drug manufacturer agreed to discuss its advertising that refers the same report with the FDA.

In response to a letter by FDA Commissioner Donald Kennedy, Sterling said two weeks ago it would withdraw the controversial television commercials by Jan. 1. Print ads in the same campaign have also been withdrawn, a Sterling spokesman said, but due to magazine lead times, some of the ads may continue to appear into February or March.

McNeil Laboratories, makers of Tylenol, an aspirin substitute, also had print ads the commissioner had found objectionable.

In separate letters to Sterling, McNeil and Federal Trade Commission Chairman Michael Pertschuk, Mr. Kennedy said the companies' ads are "confusing and misleading" and asked Chairman Pertschuk to consider an investigation of the claims made in both campaigns.

The Bayer ads in question showed an actor who portrays a news correspondent in Washington quoting an FDA study that it found "no basis" for the belief that aspirin substitutes are safer than aspirin. The Tylenol ads, according to the commissioner's letter, questioned the safety of aspirin "without revealing the potential liver damage that may occur from overdoses of acetaminophen," the principal ingredient in Tylenol.

Commissioner Kennedy said, "It is our conclusion that these advertisements misrepresent the safety issue presented in the panel report and associate the FDA in what is clearly a one-sided presentation of that issue." The report the ads are based on, Mr. Kennedy said, was a tentative study issued last July by a panel of non-government scientists formed by the FDA. That report, now undergoing a review, raised safety questions about both aspirin and acetaminophen.

Mr. Kennedy said the Bayer campaign lacks objectivity "in that it does not fully or fairly represent the panel's findings." In his letter to Sterling, Mr. Kennedy said that it should correct the advertisements or "we will find it necessary to set the public record straight ourselves."

**No decline in the fall.** Spending by advertisers in network television in October climbed by 23.2% over last year's period, according to Broadcast Advertisers Reports figures released by the Television Bureau of Advertising. TVB said that for the first 10 months of 1977, network TV investments climbed by 21.8% to \$2.9 billion.

	October			January-October		
	1976	1977	% chg.	1976	1977	% chg.
Daytime	\$111,872,100	\$140,226,400	+25.3	\$812,653,800	\$1,000,906,600	+23.2
Mon.-Fri.	65,505,700	80,993,000	+23.6	545,733,100	677,410,400	+24.1
Sat.-Sun.	46,366,400	59,233,400	+27.8	266,920,700	323,496,200	+21.2
Nighttime	215,214,700	262,807,000	+22.1	1,554,294,800	1,881,744,100	+21.1
Total	\$327,086,800	\$403,033,400	+23.2	\$2,366,948,600	\$2,882,650,700	+21.8

	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
Year to date	\$985,025,800	\$959,532,100	\$938,092,800	\$2,882,650,700
*Revised				

## TVB teaches selling

The Television Bureau of Advertising will hold a series of seven regional meetings on successful selling, starting in Dallas January 24 and ending in Chicago March 14.

Other sessions will be held in Pittsburgh, Feb. 9; Atlanta, Feb. 14; New York, Feb. 21; San Francisco, March 2; Seattle, March 3; and Chicago, March 14. Registration is \$70 per person, including lunch, materials and guest retail speaker.

The meetings will be conducted for TVB by Bill Brower, president of the Sterling Institute, Washington, who will concentrate on ways of organizing sales materials, and Charles Reilly, president of In-Person Communications, New York, who will analyze and give a critique of sales presentations. Robert Lefko, executive vice president-sales of TVB, is heading up arrangements for the seminars.

## Furness infuriates

Legal suits from a major liquor manufacturer and a suburban New York school system threatened NBC News last month following a *Today* show consumer report by Betty Furness.

In opening her Dec. 13 report, Miss Furness said there is rising criticism about "ads that make liquor look like something that should be sold at the corner soda shop." The specific product she referred to was Heublein Inc.'s Hereford Cows, alcoholic beverages that come in such flavors as strawberry and chocolate.

In preparing her report, she went to Greenburgh, N.Y., school and asked students if the pop-flavor drinks appealed to them more than straight liquor. Miss Furness offered some strawberry-flavored Hereford Cows to the students.

According to Richard Gyory, an at-

torney for the Greenburgh school system, the school board is looking into the matter. He said it is a violation of the law to serve liquor to minors (the students were 12-14 years old) and against school policy to serve it on school property. Other issues, such as the way NBC News obtained permission to come to the school, are also being studied.

Heublein, upset that its product was represented as being designed for children, reportedly also was considering legal action.

## Ephron to head Telmar's media learning program

Erwin Ephron, advertising and research consultant, has been named educational director of The Media School, which has been created by Telmar Communications, New York, supplier of computer-based services for media and marketing analysis.

Mr. Ephron and Stanley P. Federman, Telmar chairman, said the school's training concept had been tested in 20 sessions for companies throughout the U.S. over the past 18 months and that the school would offer three courses in 1978. These will be a one-day "basic media course" at \$225 per participant starting in January with a total of 40 scheduled in 20 major cities during the year; a half-day "media orientation course" at \$100 starting during the second quarter, and a one-day "advanced media course" at \$325 starting in mid-1978.

Mr. Ephron is a former agency executive who has been a leader in the Advertising Research Foundation's television audience measurement activities, is now chairman of an ARF magazine research development task force and is a past president of the Media Director's Council and of The Agency Media Research Directors Council.

## Programming

## One more snag in WEFM case appears

### Chicago music organization objects to reimbursement of lawyers in deal that led to settlement

The president of Fine Arts Music Foundation of Chicago is seeking to block a \$60,000 payment that General Cinema Corp. of Chicago has agreed to make to lawyers for the Citizens Committee to Save WEFM as part of an agreement to settle the five-and-a-half-year fight over GCC's proposal to substitute popular music for classical music on the Chicago FM station.

Lee A. Freeman Jr., in a petition filed with the FCC, says it is "incongruous" for the committee to recover attorneys' fees since it was unable to preserve WEFM's classical music format. He says the \$60,000 should be distributed among sponsors of classical music in Chicago, such as the Lyric Opera of Chicago.

Under the settlement agreement now pending before the FCC, the committee would withdraw its opposition to GCC's purchase of WEFM from Zenith Radio Corp., the technical issue on which the format change hinges, in return for GCC's substantial support of classical music on Chicago radio, as well as reimbursement of the attorneys' fees.

GCC's commitments include payment of \$40,000 annually to WBEZ(FM) Chicago to support its classical music programming, as well as \$12,500 to help that station build a back-up transmitter and acquire additional equipment necessary to begin programming 24 hours a day, funds to purchase a record library of 500 new classical music albums and 75 opera recordings, and WEFM's current classical music tape library. What's more, GCC has also promised to give its pre-1973 record library to another Chicago station specializing in classical music, WNIB(FM).

Mr. Freeman's petition regarding the attorneys' fees has been opposed by GCC, the committee and the commission's Broadcast Bureau. They say that neither Mr. Freeman nor the Fine Arts Music Foundation of Chicago has attempted to intervene in the proceeding and that, as a result, neither has standing to object to the proposed settlement.

As for the agreement itself, the bureau says it has no objection to it; it finds it neither unlawful nor in violation of commission rules or policies. Furthermore, the bureau says, the commission's policy is to encourage disclosure between citizen groups and licensees as a means of resolving differences. And the GCC-Citizens agreement, it adds, appears to resolve their differences and would void further litigation.

The WEFM case has become a cause celebre in the long and continuing con-



trovsky over whether purchasers of stations should be allowed to change the formats involved in the face of opposition of local citizens. The commission, contending that WEFM's classical music format was not unique in Chicago, approved the sale to GCC, along with its proposed format change. But the U.S. Court of Appeals in Washington reversed the commission, sending the case back for hearing on the format-change issue. In two initial decisions—the second on matters other than those involving the format issue—an administrative law judge recommended a grant of the proposed sale.

GCC took over operation of the station following the commission's original decision in 1973, but under a court order issued in April of that year, has preserved the classical music format pending a final resolution of the case.



## Carson's contract: nice work if you can get it

**NBC-TV 'Tonight' host gets a better deal: 15 weeks off, 25 three-day weeks and 12 four-day weeks, and up to \$3 million in salary**

NBC-TV *Tonight* show host Johnny Carson will work less and get paid more under a new contract signed late last month. His new deal with the network gives him many three-day work weeks in addition to his current four-day week and numerous weeks off. And he'll now be paid somewhere in the area of \$2.5 million to \$3 million annually.

The performing schedule outlined in the new contract is to go into effect this spring, an NBC spokesman said, although Mr. Carson is to receive his increased remuneration immediately. His previous contract is said to have paid about \$1.5 million per year.

Under the new deal, the show will have a guest host every Monday night. During Mr. Carson's three-day weeks, he will ap-

pear from Wednesday through Friday, with the Tuesday program to be devoted to "The Best of Carson" collections. NBC has not disclosed exactly how often Mr. Carson's three-day weeks will occur—the network's spokesman said that portion of the contract is still to be nailed down—but some reports said there would be 25 three-day weeks, 12 four-day weeks and 15 vacation weeks.

This year will be Mr. Carson's sixteenth as host of the *Tonight* show, and he continues to keep NBC the number one network in the late night time period. Current season-to-date standings are 8.2 for NBC, 6.8 for ABC and 6.3 for CBS. ABC has made some gains over its standing last year, when it had a 5.6 average rating for the same part of the season, while CBS's average has remained virtually unchanged. Many of ABC's biggest scores have come on nights when Mr. Carson was absent.

NBC-TV President Robert Mulholland, in announcing Mr. Carson's new agreement, commented, "All of us are extremely happy that Johnny will continue his long association with NBC-TV."

## Begelman's back with Columbia

**He returns as head of TV and motion picture divisions; investigation into finances cites 'emotional problems'**

David Begelman, who resigned as a director and senior vice president of Columbia Pictures Industries last September as the company initiated an "inquiry into certain financial transactions," was reinstated last month as president of the company's motion picture and television divisions. At the time of his resignation from his corporate posts, he went on leave of absence from his assignments with the subsidiary operations (BROADCASTING, Oct. 10, 1977).

According to Columbia, the investigation showed that Mr. Begelman used "improper means" to take \$61,008 in company funds. That amount, with interest, has been paid back, the company said. It added that another \$23,200 uncovered in a review of his expense accounting will be repaid this month.

Columbia cited "emotional problems" as having prompted Mr. Begelman's acts and noted that he currently is in therapy. The company said, however, that his problems "will not impair his continuing effectiveness as an executive."

Mr. Begelman, who has been credited with a major contribution to Columbia's profitability and lately was involved with the box-office success, "Close Encounters of the Third Kind," reportedly had strong support on the Columbia board and within the Hollywood community for reinstatement.

Mr. Begelman earns a \$4,500-a-week salary from Columbia.

## Press freedom issues abound in courts at end of the year

**Police search of 'Stanford Daily' offices is at Supreme Court, where briefs were filed; another there involves gag order, as does one being tried in N.Y. state courts**

Six and a half years ago, Palo Alto, Calif., police armed with a search warrant entered the offices of *The Stanford Daily*, an independent college newspaper, and searched through its files for unpublished photographs of demonstrators at the university hospital who had clashed with police. The police, whose aim was to produce evidence that could aid in the prosecution of the demonstrators, found no negatives.

But the search touched off a First Amendment case that has reached the U.S. Supreme Court and pitted a cross-section of 12 news-media organizations against policemen, prosecuting attorneys and the attorneys general of 17 states.

The news-media organizations, including the National Association of Broadcasters, the Radio Television News Directors Association, and the American Federation of Television and Radio Artists, in a friend of the court brief, are urging the high court to rule that such searches—when there is no evidence the news organization is involved in criminal activity or is likely to destroy any evidence—violates the First Amendment.

They cite three concerns: Searches will expose to public scrutiny information confidentially obtained and the sources who provided it; officers searching for particular material will be able to examine not only factual information but the written appraisals of reporters, editors and publishers of the quality of that information, and searches threaten physical disruption of the operations of the newspaper or broadcast news room involved.

The news media organizations do not claim immunity to such searches. But they say law-enforcement authorities should seek subpoenas. This, they add, would afford the organization involved an opportunity to appear in court to contest the seizure on First Amendment and other grounds.

The law enforcement groups contend that the subpoena process is too slow and would interfere with efforts to identify and apprehend criminals quickly. They say that the First Amendment does not grant the press the right to seek limits on the use of search warrants against news offices.

But the courts leading up to the Supreme Court—the U.S. District and the U.S. Court of Appeals for the Ninth District—have held that the raid on the *Stanford Daily's* offices, in April 1971, violated

the First Amendment.

(The brief, also noted that there were at least six other cases in which police, armed with warrants, have searched news offices, and three of them have been directed against broadcasters. Two of the stations were affiliates of the Pacifica Radio Network, KPFA(FM) Berkeley, Calif., and KPFK(FM) Los Angeles, and third was WJAR-TV Providence, R.I.)

The right to a news organization's protection against such searches is not the only aspect of the case at issue. Another is the question of whether courts may authorize news organizations to recover attorneys' fees that are incurred in successfully attacking actions they contend violate their First Amendment rights. The friend-of-the-court brief asks the high court to affirm the award, made by the district court and upheld by the appeals court, of \$47,000 in attorneys' fees, which was based on the Civil Rights Attorneys Fees Award Act of 1976.

The attorneys general contend that the act should not be applied retroactively and that, in any case, common law immunities protect them from damage liability. But the news-media organizations argue that the legislative history of the act indicates that Congress intended it to apply to cases pending at the time of enactment and that it did not intend to permit the immunities doctrine to protect public officials from attorneys' fees awards.

The news-media organizations noted that the cost of litigating First Amendment cases can be extremely high. Attached to the brief is a letter from Harold W. Anderson, of the Omaha World-Herald and former president of the Nebraska Press Association, which says the NPA incurred \$106,000 in expenses in carrying to the Supreme Court—where it won—an appeal of a court gag order. The association was forced to make a nationwide solicitation to raise the necessary funds.

The coalition of news media groups represented by the brief was assembled by the Reporters Committee for Freedom of the Press. It said the groups constituted the widest assembly of news-media organizations ever to join in a Supreme Court case. The brief was written on a pro bono publico basis by the firm of Wilmer, Cutler & Pickering.

■ The filing of the brief was only one of several developments in court cases involving the First Amendment that occurred in the final weeks of 1977.

In another Supreme Court case, the Department of Justice filed a brief contending that a judge may restrict news coverage of a criminal trial by silencing reporters' sources of information—lawyers, parties, witnesses, jurors and court officials. Solicitor General Wade McCree said affected news media have no right to a hearing on such orders before they go into effect in the courts or to challenge them in courts later as unconstitutionally broad and vague. The department filed the statement in response to a request by print and broadcast journalists in South Carolina that the high court review a decision that

affirmed a judge's order restricting coverage of a trial involving a state senator and two other defendants (BROADCASTING, Aug. 22, 1977).

Senator Robert P. Griffin (R-Mich.), author of a law requiring public broadcasting stations to make and retain for 60 days audio recordings of public affairs programming, has defended its constitutionality in a friend of the court brief filed with the U.S. Court of Appeals in Washington. The law, which was implemented by an FCC rule, was held by a three-judge panel of the court, in a 2-to-1 decision, to be in violation of constitutional guarantees of free speech and equal protection. However, the full nine-judge circuit has granted rehearing of the case in response to a petition filed by the FCC and the Department of Justice.

And the New York State Court of Appeals, in a case involving the Gannett Co., held that the press should be excluded from pretrial hearings on admissibility of evidence unless the press can prove the public has "an overwhelming interest" in an open proceeding. At issue was the order of a state judge in Rochester, N.Y., area murder trial to bar reporters and the public from a pretrial hearing to determine whether evidence the defense contended was illegally obtained should be excluded from the trial. The defendants, two young men accused of killing a policeman, eventually pleaded guilty to reduced charges.

Gannett, which owns the two newspapers in Rochester and WHEC-TV there, appealed, and won in the appellate division of the state supreme court, which said the trial judge had erred. However, the court of appeals, the state's highest tribunal, said in an opinion adopted by a 4-to-2 vote, that a judge's primary responsibility was to avoid "any developments that would threaten to truncate a defendant's right to a fair trial." Gannett's attorney in the case, Robert C. Bernius, said Gannett would ask the U.S. Supreme Court to review the opinion.

## Last-ditch effort to persuade House to let broadcasters control TV coverage

A coalition of 13 national organizations connected with broadcast news, including the commercial networks and two unions, have urged the House Rules Committee to opt for broadcaster-controlled coverage of the House floor proceedings to preserve the journalistic integrity of the news product.

The group, assembled by the Radio Television News Directors Association, argued in a joint statement that if the House were to control the broadcast feed of its daily proceedings, it would be an act of interference in the journalistic process which has no parallel in the print media. It said further that broadcasters using a

House-produced feed would have to insert a printed or verbal announcement of the material's source with the likely result that "credibility will be sacrificed and what the House gains by the new openness of its broadcast coverage will be lost by the suspicion that somehow the news from the House is being managed or censored."

Odds are against the group succeeding. Its appeal was sent to the House Rules Subcommittee on Rules and Organization under Representative Gillis Long (D-La.), which is to report its recommendation of the best method for producing coverage of the House in mid-February. But the House, in its resolution to permit daily live coverage of its proceedings, left the final decision to Speaker Thomas P. O'Neill Jr., who has made clear his support for House-operate system.

Apart from the credibility and freedom-of-speech elements of the debate, the group offered other reasons a broadcaster-controlled operation should prevail: (1) Broadcasters, due to long experience, would do a better job of producing coverage; (2) an in-House system would cost more than a system operated by a pool of the networks and public broadcasting; (3) past performance belies fears that broadcasters would be insensitive or unfair in their coverage, and more important, (4) at least two networks, ABC and NBC, are forbidden under contracts with the National Association of Broadcast Employees and Technicians from carrying more than three minutes of a feed provided by a non-broadcast source. Those two networks and the 2,200 TV and radio stations they serve "would all be stymied on a major story which, by normal journalistic judgment, demanded extended coverage from the House floor, especially live coverage," the coalition said.

The 13 signatories to the statement are ABC, CBS, NBC, Mutual Broadcasting, National Public Radio, NABET, the International Brotherhood of Electrical Workers, the National Association of Broadcasters, the National Press Club, the Radio Television Correspondents Association, RTNDA, the Reporters Committee for Freedom of the Press, the Society of Professional Journalists, Sigma Delta Chi.

### Journalism Briefs

**New high.** With addition of KOAA-TV Colorado Springs (Pueblo), NBC News Program Service (NPS) membership has reached record 150 stations. NPS offers subscribers closed circuit feeds of news, features, sports, allows affiliated stations to tape from NBC News shows. NPS celebrates 17th anniversary Feb. 6.

**OK agriculture.** Oklahoma Agrinet is new agricultural radio network developed by Broadstreet Communications' Oklahoma News Network. Agrinet will air 11 programs daily including opening and closing livestock, grain and commodities reports, farm news, agriculture features and daily market wrap-ups. Ron Hayes has been named farm service director for the service, which has 26 affiliates so far.

## Time Inc. gets more deeply into cable

**It gets ATC in merger deal, adds 650,000 subscribers in process**

Time Inc., already the largest pay-cable programming supplier with its Home Box Office, is on its way to becoming one of the nation's largest multiple system operators.

Late last month Time Inc. announced an agreement in principle to merge Denver-based American Television & Communications Corp. into a Time subsidiary. The deal is valued at almost \$140 million.

Terms of the proposal call for Time Inc. to exchange 1.55 shares of convertible preferred stock for each outstanding share of ATC common stock. Of the approximately four million ATC shares outstanding, Time Inc. already owns about one million.

According to Time Inc., its convertible preferred stock has a cumulative annual dividend rate of \$1.575 per share, liquidation value of \$30 a share and will be convertible into 0.72 shares of common stock. The preferred stock will not be redeemable before Dec. 1, 1984.

For its fiscal year ended last June, ATC showed a net income of \$6.2 million (\$1.58 a share) on revenues of \$53.2 million. It currently serves more than 650,000 cable subscribers on 90 systems in 31 states.

Time Inc. President James R. Shepley, who also is an ATC director, called the move "a logical expansion of Time Inc.'s video business." Within its Video Group, Time Inc. owns WOTV(TV) Grand Rapids, Mich.; Time-Life Films, HBO and Manhattan Cable, the New York City cable system that has some 94,000 subscribers.

The merger is said to await a definitive agreement as well as a nod from both corporate boards and ATC stockholders. ATC is sold over the counter. Time Inc. is listed on the New York Stock Exchange.

### Cable Briefs

**Self-promotion.** Home Box Office is advertising its pay cable service with 60-second spots on Madison Garden sports series that is distributed via satellite by UA-Columbia and with one-minute direct-response commercials on WTCG(TV) Atlanta, which is also carried nationally on satellite. Garden series reaches 900,000 homes, WTCG signal goes to about 850,000.

**Million mark.** Home Box Office should have reached one million pay-cable subscribers by year-end 1977, according to

James R. Shepley, president and chief operating officer of parent Time Inc. Not included in this number are subscribers that accept customized service through HBO's Telemation Program Services.

**En Espanol.** Columbia Pictures Pay Television has announced availability of Spanish-language programming for cable, with initial group of more than 50 films through Columbia Pictures Industries' Spanish theatrical film division as well as TV programs through Columbia-owned Spanish-language station, WJNU-TV Newark (Linden), N.J.

## Truth is told there is no Santa Claus

Truth Publishing Inc. found the FCC unresponsive, four days before Christmas, to a bid for a tax certificate in connection with its participation in the sale of a cable television system in South Bend, Ind.

Truth's two broadcast licensee partners in the system, Michiana Telecasting Corp. and Schurz Communications Inc., had received tax certificates when they sold their respective one-third interests. Their stations—WNDU-TV and WSBT-TV, respectively—were in the same market as the system and the sale to Indiana Cablevision in Jan. 1977 furthered the commission's policy of promoting diversity of media ownership in the same market.

For the same policy reasons, the commission had granted Truth a tax certificate in 1975, when it sold WSJV(TV) in nearby Elkhart.

In seeking a tax certificate in connection with the sale of the cable system, Truth contended that the sale would not have occurred without its participation. For making it possible for Michiana and Schurz to sever their crossownership interests, Truth said it was entitled to the certificate.

Cable Television Bureau Chief James Hobson recommended a grant of the certificate. He said the commission should use its authority to grant certificates in a way that encourages voluntary divestiture of crossownerships. And Commissioner Joseph Fogarty agreed. "I think we have to grant the tax certificate," he said.

But Chairman Charles D. Ferris, who has taken a tough stand on previous requests—he calls certificates "an appropriation of public funds for private benefit"—was not persuaded. Following the policy suggested by Mr. Hobson, he said, "would be an abuse of the responsibility we have—a use of the certificate policy beyond [Congress's] intention."

The final vote, to deny the request, was 5-to-1, with Commissioner Fogarty the lone dissenter and Commissioner Margita White absent.

Although the commissioners were all but unanimous on the item, the discussion raised some questions about the commission's policy regarding tax certificates. Mr. Hobson suggested a policy statement on the subject. Chairman Ferris agreed that would be helpful, and asked the general counsel's office to draft one.

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# The Broadcasting Playlist™ Jan 2

## Contemporary

Dec. 19	This week	Title □ Artist	Label
1	1	How Deep Is Your Love □ Bee Gees	RSO
4	2	Blue Bayou □ Linda Ronstadt	Elektra/Asylum
2	3	You Light Up My Life □ Debby Boone	Warner Bros.
3	4	Don't It Make My Brown Eyes Blue □ C. Gayle	United Artists
5	5	Sentimental Lady □ Bob Welch	Capitol
6	6	Heaven on the Seventh Floor □ Paul Nicholas	RSO
12	7	We Are the Champions □ Queen	Elektra
13	8	Baby Come Back □ Player	RSO
10	9	Back in Love Again □ LTD	A&M
7	10	You Make Lovin' Fun □ Fleetwood Mac	Warner Bros.
16	11	You're in My Heart □ Rod Stewart	Warner Bros.
9	12	Native New Yorker □ Odyssey	RCA
17	13	Here You Come Again □ Dolly Parton	RCA
15	14	It's So Easy □ Linda Ronstadt	Asylum
8	15	We're All Alone □ Rita Coolidge	A&M
18	16	Dance Dance Dance □ Chic	Atlantic
19	17	Come Sail Away □ Styx	A&M
27	18	Hey Deanie □ Shaun Cassidy	Warner Bros.
20	19	Run Around Sue □ Lelf Garrett	Atlantic
24	20	Short People □ Randy Newman	Warner Bros.
26	21	Just The Way You Are □ Billy Joel	Columbia
31	22	Turn to Stone □ Electric Light Orchestra	UA/Jet
33	23	Desiree □ Neil Diamond	Columbia
29	24	Slip Sliding Away □ Paul Simon	Columbia
11	25	Boogie Nights □ Heatwave	Epic
22	26	Isn't It Time □ The Babys	Chrysalis
23	27	We Will Rock You □ Queen	Elektra
36	28	Emotion □ Samantha Sang	Private Stock
14	29	Swingtown □ Steve Miller Band	Capitol
30	30	Don't Let Me Be Misunderstood □ L. Gomez	Casablanca
28	31	Baby, What a Big Surprise □ Chicago	Columbia
39	32	Staying Alive □ Bee Gees	RSO
34	33	Serpentine Fire □ Earth, Wind & Fire	Columbia
32	34	Your Smiling Face □ James Taylor	Columbia
38	35	You Can't Turn Me Off □ High Energy	Gordy/Motown
35	36	The Way I Feel Tonight □ Bay City Rollers	Arista
46	37	Sometimes When We Touch □ Dan Hill	20th Century
37	38	We Just Disagree □ Dave Mason	Columbia
50	39	Point of Know Return □ Kansas	Kirshner
-	40	Love is Thicker Than Water □ Andy Gibb	RSO
-	41	Theme from "Close Encounters" □ John Williams	Arista
-	42	Ffun □ Con Funk Shun	Mercury
-	43	Theme from "Close Encounters" □ Meco	Millennium
21	44	Nobody Does It Better □ Carly Simon	Elektra/Asylum
41	45	My Way □ Elvis Presley	RCA
42	46	Daybreak □ Barry Manilow	Arista
40	47	Just Remember I Love You □ Firefall	Atlantic
49	48	I Go Crazy □ Paul Davis	Bang
44	49	Theme from "Star Wars" □ Meco	Millennium
-	50	It's Ecstasy ... □ Barry White	20th Century

## Playback

**Retrospection.** The 1977 sound was an Amalgam of ballads, disco and rock 'n' roll. If there were no trends nor major innovations, there was a direction: toned down. The music was softer and lyrics were "mature and relevant with a nonabrasive sound—or, at least, so says Bob Lawrence of KLEO(AM) Wichita, Kan., who calls "Fleetwood Mac the best example of where music was in 1977. We saw the growth of the California sound: quiet but hip. Not much of the sappy, sweet stuff." Disco was successful again last year, he says, but "the songs that made it were the ones that offered something besides a dance beat." Disco had a good year in Chicago, too, says Jim Smith of WLS(AM). In fact, "this past year was our best year for disco. We're in a time warp here in the Midwest and disco was slow to catch on." There were more country crossovers than usual in Chicago, says Mr. Smith, and "we also had our share of movie themes ... music last year continued to be diversified. I think that is to everyone's benefit." Scott Griffith of WABB(AM) Mobile, Ala., describes the year's music as "simpler. There's a market for simple music because it appeals to such a wide range of people. But punk rock or 'new wave' can't be ignored either." Mr. Griffith mentioned Elvis Costello as a mild example of punk rock. But there is an inherent problem with the word 'punk,' says Mr. Griffith: "It's a negative word. Nobody is going to want to play 'punk' rock on his station, but he will play 'new wave.'"

## Country

Dec. 19	This week	Title □ Artist	Label
3	1	Here You Come Again □ Dolly Parton	RCA
2	2	Take This Job and Shove It □ Johnny Paycheck	Epic
18	3	What a Difference You've Made □ Ronnie Milsap	RCA
1	4	My Way □ Elvis Presley	RCA
6	5	I'm Knee Deep in Loving You □ Dave & Sugar	RCA
5	6	Come a Little Bit Closer □ Johnny Duncan	Columbia
8	7	Middle Age Crazy □ Jerry Lee Lewis	Mercury
13	8	Sweet Music Man □ Kenny Rogers	United Artists
19	9	Lonely Street □ Rex Allen Jr.	Warner Bros.
9	10	You Light Up My Life □ Debby Boone	Warner Bros.
-	11	The First Time □ Billy "Crash" Craddock	ABC/Dot
7	12	Chains of Love □ Mickey Gilley	Playboy
-	13	Out of My Head □ Loretta Lynn	MCA
10	14	The Wurlitzer Prize □ Waylon Jennings	RCA
12	15	Georgia Keeps Pulling on My Ring □ Conway Twitty	MCA
-	16	Come to Me □ Roy Head	ABC/Dot
4	17	Blue Bayou □ Linda Ronstadt	Elektra
11	18	Don't Let Me Touch You □ Marty Robbins	Columbia
20	19	Saving This Love Song for You □ Johnny Rodriguez	Mercury
15	20	The Pay Phone □ Bob Luman	Polydor
-	21	I Want to Be Your Everything □ Connie Smith	Monument
-	22	May the Force Be With You Always □ Tom T. Hall	RCA
14	23	Mother Country Music □ Vern Gosdin	Elektra
-	24	To Daddy □ Emmylou Harris	Warner Bros.
-	25	Mister D.J. □ T.G. Sheppard	Warner Bros.

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

# Fates & Fortunes

## Media



Mouse



Kievman

**Stanley G. Mouse**, executive VP, Cox Broadcasting Corp., Atlanta, named to additional duties as president of broadcast division. **Michael S. Kievman**, Cox programing VP, appointed VP-broadcast operations. **William L. Viands Jr.**, general manager of Cox's WIOD(AM)-WAIA(FM) Miami, named VP of corporation.



Viands



Buckmaster

**Robert Buckmaster**, board chairman and chief executive officer, Black Hawk Broadcasting, Waterloo, Iowa, retires from active management but remains as board chairman. **Harry G. Silfe**, president, succeeds Mr. Buckmaster as chief executive officer. **James Bradley**, Black Hawk executive VP and general manager of its



Silfe



Bradley

KWWL-TV Waterloo, named executive VP for all broadcast operations. **William Bolster**, radio VP for Black Hawk stations, succeeds Mr. Bradley as VP-general manager of KWWL-TV and **Robert McInerney**, sales manager for KWWL(AM) assumes general manager post there.

**James A. Tandy**, VP-general manager, WXII(TV) Winston-Salem, N.C. (BROADCASTING, Dec. 19), elected VP and director of parent, Multimedia Broadcasting Co.

**Richard A. Anderson**, general manager, Doubleday Media media brokerage firm, Dallas, named VP-administration, Doubleday Broadcasting Co., Minneapolis, former operator of Doubleday Media. **Louis H. Buron Jr.**, general sales manager, Doubleday's KDWB-AM-FM Minneapolis-St. Paul, named general manager, succeeding **Gary Stevens**, who was named president of licensee (BROADCASTING, Dec. 12).

**A. Louis Read**, board chairman, Cosmos Broadcasting of Louisiana, New Orleans, will retire from WDSU-TV there Jan. 31 but remain board member and serve as consultant on acquisitions.

**George D. Snell**, VP-secretary and treasurer, United Broadcasting Co., San Jose, Calif., elected president and assumes duties as general manager of its KEEN(AM)-KBAY(FM) San Jose. **Haig Mardikian**, corporate VP, elected executive VP, secretary and treasurer.

**Barry Solomon**, awards manager, NBC, New York, appointed manager, corporate information.

**Margo Cobb**, assistant station manager-sales manager, WLBZ-TV Bangor, Me., named station manager, succeeding **Edward Guernsey**, retired.

**Jack Lawyer**, VP, WLW(AM) Cincinnati, joins WKYE(AM) Bristol, Tenn., as VP-general manager.

**William G. McKay**, general manager, WZEZ(FM) Nashville, joins KTRM(AM)-KIEL(FM) Beaumont, Tex., in same post.

**William E. Paar**, general manager, WVFV(FM) Dundee, Ill., named to same post, WVVX-AM-FM Highland Park, Ill.

**William Sanders**, general manager WDXB(AM) Chattanooga, named general manager, KZZX(FM) Albuquerque, N.M.

**Al Sellers**, operations manager, WHSL(FM) Wilmington, N.C., named general manager of WHSL and co-owned WWL(AM) there.

**Jeffrey C. Mathieu**, from WWSH(FM) Philadelphia, joins WEZI(FM) Memphis as operations director.

**Marty Sullivan**, program director, KRMD-AM-FM Shreveport, La., appointed operations manager.

**Jim Morgan**, news director, wowk-TV Huntington, W.Va., named director of special projects, KIRO-TV Seattle.

**Kelly Fox** and **Brian G. McGaughey**, air personalities, KWWW(AM) Wenatchee, Wash., promoted to operations manager and community relations director, respectively.

**Sherri Brennen**, programing assistant and associate producer, WTAR(AM)-WKEZ(FM) Norfolk, Va., appointed promotion manager.

**Sonya Suarez**, promotion manager, KDKA(AM) Pittsburgh, named to same position at WINS(AM) New York. Both are Westinghouse Broadcasting Co. stations.

**Suzanne Toner**, corporate program adminis-

trator, KBHK-TV San Francisco, named promotion manager.

**Lisa Barrieau**, with Columbia Records, Hartford, Conn., joins WKSS(FM) Hartford-Meriden, Conn., as business manager.

**Jerrold M. Raffel**, air personality, WKZO-AM-TV Kalamazoo, Mich., appointed promotion director.

**Jim Chirumbolo**, promotion manager, WTNH-TV New Haven, Conn., named manager of creative services, WIVB-TV (formerly WBEN-TV) Buffalo, N.Y.

**Dotti Jones**, assistant to dean of education, Temple University, Philadelphia, joins WCAU(AM) there as community affairs manager.

**Sharon Lorin**, promotion director/manager agency relations KDES-AM-FM Palm Springs, Calif., named to same position at KMLO(AM) Vista, Calif.

Newly elected officers, Hawaiian Association of Broadcasters: **Richard Weiner**, KGMB-TV Honolulu, president; **Pat O'Day**, KORL(AM) Honolulu, VP; **Donald Metzger**, KGU(AM) Honolulu, treasurer, and **Robert Bowen**, KHVH(AM) Honolulu, secretary. Board members elected; **Tom Elkins**, KNUI(AM) Maui, **Robert S. Wilson**, KKUA(AM) Honolulu, and **George Hagar**, KHON-TV Honolulu.

## Broadcast Advertising

**Robert J. Cagliero**, national director, network sales proposals, ABC-TV, New York, elected VP. His department is responsible for all network TV sponsorship offerings.

**Tom Clark**, VP-regional manager, BBDO Detroit office and member of board of directors, named senior VP. **Steve Hutchins**, West Coast director of media, BBDO, Los Angeles, named VP there.

**Michael D. Moore**, senior VP-director of media management, Benton & Bowles, New York, elected to board of directors. **Pamela Moss Cohen**, **Milton J. Lowe** and **Frank DiGiacomo**, associate creative directors there, elected VP's.

**Gabe Massimi**, senior VP-creative director, McDonald & Little, Atlanta, promoted to executive VP.

**Philip Voss Jr.**, senior VP-management supervisor, Norman, Craig & Kummel, New York, appointed executive VP. **Richard C. Spiessl**, marketing consultant for Amadeo Rossi, Sao Leopoldo, Brazil, joins NCK as creative supervisor.

**Julian Wellesley**, group deputy chairman, Charles Barker ABH International, London, named chairman and chief executive there. He succeeds **C. Kyrle Simond**, chairman since 1972 and director for past 25 years, who is retiring from agency but will remain involved with group's subsidiary, Charles Barker Films.

**Manny Klein**, corporate media director, W.B. Doner & Co., Baltimore, elected executive VP.

**Kenneth D. Brandt**, manager, Parker Advertising, San Francisco, joins Hoefer Dieterich & Brown there as account manager.

**Gary Vest**, owner and president of Coordinated Graphics, Denver, joins Stone & Adler, Chicago-based direct marketing advertising agency, as director of production. **Bob Specht**, creative director, Metromail division of Metromedia, joins Stone & Adler as senior art director.

**Elaine Cooper**, senior account executive, Bozell & Jacobs, New York, promoted to account supervisor.

**Tom DeVito**, VP-account director, Ted Bates & Co., New York, promoted to management representative.

**Martin Choinski**, media buyer-planner, Kenyon & Eckhardt, Dearborn, Mich., and **Deborah Worrell**, media planner, J. Walter Thompson there, join D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., as media planners. **Jerry Greenstein**, art director, Botsford Ketchum, San Francisco, named to same post, D'Arcy-MacManus & Masius there.

**Anthony R. Patti**, account executive on Alpha sales team, Avery-Knodel Television, New York, appointed assistant sales manager.

**Robert J. Syers**, from Buckley Radio, New York, joins McGavren Guild there as VP-marketing sales. **Roxanne Farrell**, marketing assistant at Buckley, named McGavren Guild research coordinator.

**Norman Goldsmith**, general manager, Curt Gowdy Broadcasting, and former director of sales and marketing for ABC-owned AM stations, forms Radio Marketing Concepts Inc., sales and marketing consulting service, Andover, Mass.

**Dave Murphy**, sales VP KHJ-TV Los Angeles, named director of sales, there. **Chuck Velona**, local sales manager, named general sales manager, to be replaced by **Connie Williams**, account executive.

**David Plowden**, general retail sales manager, WCBS(AM) New York, appointed VP, WRNW(FM) Briarcliff Manor, N.Y.

**George Babick**, general sales manager, WLVI-TV Cambridge, Mass., named to same post, co-owned WFLD-TV Chicago.

**Gregory M. Boen**, member of sales staff,

KDWB-AM-FM Minneapolis-St. Paul, promoted to general sales manager.

**Loren Neuharth**, national sales manager, WRTV(TV) Indianapolis, joins KOIN-TV Portland, Ore., in same capacity. **Racine B. Heacox**, account executive, KWJ(AM) Portland, Ore., joins named to same post, KOIN-TV.

**Bill Snow**, national sales representative, WERE(AM)-WGCL(FM) Cleveland, named national sales manager. **Kim Colebrook**, sales manager, appointed general sales manager.

**Joe Lewis**, account executive, WINK-TV Fort Myers, Fla., promoted to regional sales manager.

**Ron Brennan**, local sales manager, WUAB(TV) Lorain, Ohio, appointed marketing director.

**Nick Strandberg**, account executive, WLOL-AM-FM Minneapolis, promoted to local sales manager.

**Ira L. Slaker**, account executive, WTAE-TV Pittsburgh, appointed account executive-director of co-op sales.

**Robert E. Dalton**, from WOW(AM) Omaha, named account executive, WOWT(TV) there.

**John Thomson**, account executive, WUPE-AM-FM Pittsfield, Mass., joins WROR(FM) Boston in same capacity.

**Peter Stromquist**, from KSTP-FM Minneapolis, and **Michael Block**, from WMAQ(AM) Chicago, join WJJD(AM)-WJEZ(FM) Chicago as account executives.

**John G. Funk**, account executive, KGMB-TV Honolulu, named local sales manager. **Christine Baylis**, account executive KIKI(AM) Honolulu, joins KGMB-TV in same capacity.

**Lee Hunt**, executive secretary in KCBS(AM) San Francisco sales department, named account executive there.

**John Isaacs**, WLKW(AM) Providence, R.I., and **George Emmons**, from WICC(AM) Bridgeport, Conn., join WKSS(FM) Hartford-Meriden, Conn., as local account executives.

**Lynn Reilley**, producer and talk show host, WVOX(AM) New Rochelle, N.Y., joins sales department, WFAS(AM) White Plains, N.Y.

**Susan Lubitz**, associate editor of monthly publication, noncommercial WHYY-TV Wilmington, Del. (Philadelphia), joins WCAU(AM) Philadelphia as advertising coordinator.

## Programming



Dahlman

**Donald L. Dahlman**, VP-sales, Multimedia Program Productions, Cincinnati, promoted to executive VP-sales and elected to VP and director of parent, Multimedia Broadcasting Co. **Richard C. Thrall Jr.**, VP-program production, named executive VP, and **Richard Mincer**, executive producer of Multimedia's *Donohue* program, named VP-Donohue Productions.



Thrall



Mincer

**Jane M. Crowley**, former senior program policy editor for NBC-TV, named program policy manager there. **Mary Alice Dwyer**, director, children's programs, ABC-TV, New York, joins NBC-TV, New York, as director, daytime and children's programs. **Joan Leahy**, director-daytime program sales, NBC-TV, New York named VP-daytime program sales. **Bruce McKay**, co-producer, *Tomorrow* series, NBC-TV, Burbank, Calif., named director, variety programs, West Coast.

**Paul Coss**, VP-programming, ABC Owned Television Stations, New York, named director, feature films and late-night series, ABC Entertainment.

**Bob Apter**, director of administration, ABC Sports, New York, named director of administration and financial control.

**Stanley Sherman**, Eastern sales representative, Columbia Pictures Television, named regional sales manager, Taft, H-B Program sales, Hollywood.

**Christine Craft**, weather reporter, KPIX(TV) San Francisco, named sports reporter for CBS-TV, New York.

**J. Clifford Curley**, assistant program manager, WXYZ-TV Detroit, joins KDKA-TV Pittsburgh as program manager.

**Tom Phifer**, production manager, KRMD-AM-FM Shreveport, La., named program director.

**Howard Stern** and **Harris Allen**, air personalities, WRNW(FM) Briarcliff Manor, N.Y., named program director and music director, respectively.

**Earle Bailey**, production director, WLIR(FM) Garden City, N.Y., promoted to assistant program director.

**Dick Bartley** and **Lee De Young**, air personalities, WBBM-FM Chicago, promoted to program director and music director, respectively.

**Mark Waxman**, producer and director of special projects, noncommercial KCET(TV). Los

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Angeles, appointed program director.

**Dale Seufferling**, reporter, KLWN-AM-FM Lawrence, Kan., joins noncommercial KANU(FM) there as radio-television coordinator, responsible for program production.

## Broadcast Journalism

**Raymond Elberfeld**, associate producer in Midwest for *NBC Nightly News*, named NBC News Midwest news director.

**Bob Sirkin**, reporter and public affairs moderator, WFAA-TV Dallas, named correspondent, ABC News, Atlanta.

**Donella Madison**, news producer, WXYA-TV Detroit, named director of news operations.

**Steve Osborne**, from CBS Radio Network News, joins WOR-TV New York as managing editor.

**Frank Sellers**, head of Midwest bureau, WCPO-TV Cincinnati, named assistant news director there. **William A. Payer**, head of Electromedia, Columbus, Ohio, independent TV and radio news bureau succeeds Mr. Sellers.

**Sofia A. Mannos**, weekend assignment editor and reporter, WLOS-TV Asheville, N.C., named news director, WKKE(AM) there.

**Carol Rueffel**, news producer, WIIC-TV Pittsburgh, joins KDKA-TV there in same capacity. **Jim Johnson**, weekend news producer, appointed associate producer of 6 p.m. news.

**Larry Jacobs**, reporter, KOME(AM) San Jose, Calif., joins KLOS(FM) Los Angeles in same capacity.

**Patrick Heffernan**, news director at WKDI-AM-FM, carrier current station in DeKalb, Ill., joins WDLB-AM-FM Marshfield, Wis., as reporter.

**Richard Draper**, associate public affairs producer, KNBC(TV) Los Angeles, joins KIVA-TV Framington, N.M., as news director.

**Barbara Malmot**, reporter-editor, WRKL(AM) New City, N.Y., named news director, WRNW(FM) Briarcliff Manor, N.Y.

**Catherine C. Smith**, anchor, WGAL(AM)-WDDL(FM) Lancaster, Pa., named co-anchor, midday news, WCAU-FM Philadelphia. **Peter Gamble**, morning news anchor at WCAU-FM, named co-anchor midday news there.

KEBC(FM) Oklahoma City news department promotions: **Kevin Lunch**, news director; **Bruce Logan**, assistant news director; **Skip Nicholson**, afternoon drive anchor; **Jeanne Morgan**, evening anchor; **Karen Whitehouse**, overnight reporter, and **Michael Dodson**, state capital and street reporter.

**Mike Lozano**, from KBUC-AM-FM San Antonio, Tex., joins WHO-TV Des Moines, Iowa, as staff meteorologist and science editor.

**Lance Ross**, from KAYS-AM-TV Hays, Kan.,

**CUB love.** Elizabeth Shriver, attorney for the Public Broadcasting Service (and niece of Sargent Shriver), was married to Jonathan Blake, attorney for the Association of Maximum Service Telecasters, in Mr. Blake's office at the Washington law firm of Covington and Burling last month. The couple met in 1975 at Council for UHF Broadcasting meetings.

named assistant news director, noncommercial KANU(FM) Lawrence, Kan.

## Cable

**Winfield Kato**, account executive, J. Walter Thompson, San Francisco, joins Home Box Office there as Western regional manager.

**Pat Deville**, producer-director, WTOL-TV Toledo, Ohio, joins Cable System there as assistant pay services manager.

**Terrence McLaughlin**, manager for national capital region of Canada News Wire Ltd., named director of communications, national office of Canadian Cable Television Association, Ottawa.

## Equipment & Engineering



Ward

**Robert M. Ward**, president-general manager, Cetec Broadcast Group, Beverly Hills, Calif., named corporate staff VP. **Edward Watts**, corporate VP, assumes president-general manager duties for broadcast group. Cetec says realignment is tied to "forecasts for 20% increases in corporate sales in 1978."

**Robert B. Mollerstuen**, VP-general manager for consumer electrical and appliance division of RCA, Canada, joins National Semiconductor, Santa Clara, Calif., as group director of divisional services, responsible for customer service, purchasing, industrial engineering, materials, management control systems and inventory management.

**Richard Moscarello**, principal and co-founder of Video Media, northern California-based systems distributor, joins Convergence Corp., Irvine, Calif., as Northeast regional sales manager.

**James Garrett**, technician, WKZO-AM-TV Kalamazoo, Mich., promoted to assistant chief engineer.

**Herman Garlan**, chief of RF Devices and Experimental Branch, Office of Chief Engineer, FCC, elected Fellow of Institute of Electrical and Electronic Engineers (IEEE). Fellow grade "is reserved for professionals who have made outstanding individual contributions to electrical or electronic fields of endeavor."

## Allied Fields

**Larry D. Eads**, senior economist, FCC Policy Analysis Branch of Broadcast Bureau's Policy and Rules division, Washington, named chief of branch.

**Henry Reiger**, VP-corporate information, NBC West Coast, elected president, newly formed Academy of Television Arts and Sciences. Other officers include **John H. Mitchell**, first VP; **Diana Muldaur**, second VP; **Douglas Duitsman**, secretary, and **Jack Shea**, treasurer.

**Bill Sherard**, from WGST(AM) Atlanta, joins The Research Group, San Luis Obispo, Calif., as director of marketing.



**Joanne Taishoff Cowan**, 47, corporate secretary of Broadcasting Publications Inc., died Dec. 21 in Washington. She was daughter of Sol Taishoff, chairman and editor of BPI; her mother, Betty Tash Taishoff, company's retired treasurer, had died month before (BROADCASTING, Nov. 21). Both had suffered from cancer. Besides her father, Mrs. Cowan is survived by three children—Richard C., James C. and Claudia T. Cowan—and by her brother, Lawrence B. Taishoff, BPI president and publisher.

## Deaths

**Morton Romanoff**, 52, manager, field operations, broadcast operations and engineering, ABC-TV, New York, died Dec. 19 of heart attack at his home in Paramus, N.J. He joined ABC in 1950 and worked on, among other events, political conventions and major sports telecasts. He leaves two daughters, Lise and Susan.

**Grant Holcomb**, 60, veteran CBS newsman, died of cancer Dec. 16 in St. Vincent's hospital, Los Angeles. He was news director of KNXT(TV) Los Angeles from 1966 to 1971, became station's Washington correspondent in 1973. He began his career in 1941 as newsman at KPRO(AM) Riverside, Calif., joined CBS Radio, San Francisco, in 1942, replaced Chet Huntley as news broadcaster at KNX(AM) Los Angeles in 1951 and went to KNXT as reporter following year. He is survived by wife Jean, one son and two daughters.

**Alan W. Bachner**, 29, VP of GCI Technical Services, division of Globe Communications International, broadcast engineering service firm, Cleveland, died from injuries received in automobile accident while on field assignment in Nigeria Dec. 15, 1977. He was GCI co-founder and former chief engineer of WDEE(AM) Detroit.

**Hal R. Rorke**, 74, former CBS publicist, died of leukemia Dec. 18 in Hollywood. Former managing editor of Los Angeles *Daily News* from 1932 to 1934, he was women's editor of *Los Angeles Times* until 1936 when he joined CBS, Hollywood, as publicist. He transferred to CBS, N.Y., in 1941, as head of public relations for two years. After WWII, he joined J. Walter Thompson as head of radio dept. from 1942 to 1945, then moved to McCann-Erickson, Chicago, until 1960 when he returned to Hollywood.

**Maxwell Kelch**, 66, founder of KENO(AM) Las Vegas in 1939, died after heart attack in New Orleans Nov. 30. Former technician and installation supervisor for KFWB(AM) Los Angeles, he sold KENO in 1955. He is survived by his wife, Laura Belle, and two children.

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Dec. 16 through Dec. 22.

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

### FM actions

■ Lake Arrowhead, Calif.—Broadcast Bureau granted San Bernardino Broadcasting Corp. 103.9 mhz, 38 w. HAAT 2541 ft. P.O. address: c/o Thomas M. Jones, 990 Inland Center Dr., San Bernardino, Calif. 92408. Estimated construction cost \$55,642; first-year operating cost \$55,140; revenue \$50,000. Format: MOR. Principal: Thomas M. Jones is owner-manager. Action Dec. 9.

■ Princess Anne, Md.—Broadcast Bureau granted Maranatha Inc. 102.5 mhz, 50 kw. HAAT 500 ft. P.O. address Suite 730, 1100 Connecticut Avenue, Wash. 20036. Estimated construction cost \$9,000 (equipment to be leased); first-year operating cost \$106,680; revenue \$106,000. Principals: Vernon J. Downes, Vincent O. Eareckson and Richard S. Webster are principals of nonprofit Maranatha Inc. Messrs. Downes and Webster have various business interests in Maryland. Dr. Eareckson practices medicine in Easton, Md. Action Dec. 15.

■ Sault Ste. Marie, Mich.—Broadcast Bureau granted Radio Soo (formerly Q Communications and Miami County Broadcasting Co.) 101.3 mhz, 80 kw. HAAT 215 ft. P.O. address: 206 Ashmun Street, Sault Ste. Marie, Mich., 49783. Estimated construction cost \$46,051.00; first-year operating cost \$15,100.00; revenue \$21,600.00. Principal: Richard E. Hunt (100%), is president of Miami Co. Broadcasting, licensee of WSOO(AM) Sault Ste. Marie. Action Dec. 16.

■ Andrews, Tex.—Broadcast Bureau granted Zia Broadcasting Co. 105.5 mhz, 3 kw, HAAT 210.8 ft. P.O. address: Box 1907, 2112 Thornton St., Clovis, N.M.

88101. Estimated construction cost \$55,686; first-year operating cost \$28,360; revenue \$36,000. Format: standard pops. Principals: Lonnie and Barbara Allsup, who own, through Allsup's Convenience Stores Inc. KCLV(AM) Clovis and KCAT(AM) Andrews. Action Dec. 12.

■ Broadcast Bureau granted following CP modifications to extend completion time to date shown:

WCRQ-FM Arab, Ala., to June 8 (BMPH-15309); KAGH-FM Crossett, Ark., to April 7 (BMPH-15295); KPFA(FM) Berkeley, Calif., to April 7 (BMPH-15293); KYLO(FM) Davis, Calif., to June 1 (BMPH-15305); \*KPFK(FM) Los Angeles, to April 7 (BMPED-1533); KRJB(FM) Monte Rio, Calif., to March 4 (BMPH-15115); KSON-FM Ontario, Calif., to May 16 (BMPH-15280); \*WPKN(FM) Bridgeport, Conn., to April 8 (BMPED-1528); WKKJ(FM) Greencove Springs, Fla., to May 28 (BMPH-15320); WVFK(FM) Key West, Fla., to April 1 (BMPH-15318); WNTU(FM) Naples, Fla., to May 10 (BMPH-15297); \*WGAG-FM Orlando, Fla., to April 14 (BMPED-1531); WYNR-FM Brunswick, Ga., to April 7 (BMPH-15289); WDMG-FM Douglas, Ga., to April 28 (BMPH-15292); KRBU(FM) Pocatello, Idaho, to June 22 (BMPH-15307); WEEE(FM) Taylorville, Ill., to May 15 (BMPH-15312); WQLR(FM) Kalamazoo, Mich., to May 16 (BMPH-15308); KQRS-FM Golden Valley, Minn., to May 15 (BMPH-15296); KPRM-FM Park Rapids, Minn., to April 1 (BMPH-15291); KEEY-FM St. Paul, Minn., to May 1 (BMPH-15294); WRPM-FM Poplarville, Miss., to May 6 (BMPH-15313); KSAB(FM) Liberty, Mo., to May 24 (BMPH-15287); \*WJQL-FM Fredonia, N.Y., to July 6 (BMPED-1538); \*WVHC(FM) Hempstead, N.Y., to April 30 (BMPED-1532); \*WCPE(FM) Raleigh N.C., to June 21 (BMPED-1534); WWWW(FM), Cleveland, to May 20 (BMPH-15327); \*KLCC(FM), Eugene, Ore., to June 30 (BMPED-1536); WOLA-FM, Carolina, P.R., to May 18 (BMPH-15316); WGIT(FM), Hormigueros, P.R., to June 2 (BMPH-15319); WZVS-FM, Vieques, P.R., to June 16 (BMPH-15325); KQAA-FM, Aberdeen, S.D., to June 17 (BMPH-15317); KSDN-FM, Aberdeen, S.D., to March 29 (BMPH-15281); KSDL(FM), El Paso, Tex., to May 17 (BMPH-15306); \*KPFT(FM), Houston, Tex., to April 30 (BMPED-1537); KZUN-FM, Opportunity, Wash., to April 28 (BMPH-15311).

## Ownership changes

### Applications

■ KDMS(AM)-KRIL(FM) El Dorado, Ark. (AM: 1290 khz, 5 kw-D; FM: 99.3 mhz, 2.95 kw)—Seeks assignment of license from El Dorado Broadcasting Co. to Lowery Broadcasting Co. for \$750,000. Seller: is

100% owned by J. A. West Jr. who is also 50% owner Vicksburg Radio Co., partnership operating WJFL(AM) Vicksburg, Miss. Buyer is 100% owned by John T. Lowery, El Dorado, Strong and Little Rock, all Arkansas, businessman. He has no other broadcast interests.

■ WRBI(FM) Batesville, Ind. (103.9 mhz, 3 kw)—Seeks assignment of license from Radio Batesville Inc. to McPherson Media Inc. for \$157,000. Seller: Donald G. Davis, president and 100% owner, has no other broadcast interests. Eugene V. McPherson, 100% owner of buyer, is owner and general manager of WVLN(AM)—WSEI(FM) Olney, Ill.

■ KCNW Fairway, Kan. (1380 khz, 5 kw-D)—Seeks assignment of license from Kansas Broadcasting Inc. to KCNW Inc. for \$325,000. Seller: Starr Broadcasting Group Inc., 100% owner of licensee, also owns KYOK(AM) Houston; WBOK(AM) New Orleans; KXLR(AM) North Little Rock, Ark; KUDL(AM) Kansas City, Kan.; KABL(AM) Oakland, Calif.; KABL-FM San Francisco; KMGC(FM) Dallas; WWWW(FM) Detroit; WTVQ-TV Lexington, Ky; KITV-TV Honolulu and KHVO-TV Hilo, Hawaii. Buyer is owned by Marvin B. Kosofsky, 50%, Miriam and Howard Warsaw, 25% each. It also owns KMAX(FM) Arcadia and KPCC(AM) Pasadena, both California; KEST(AM) San Francisco; KUXL(AM) Golden Valley, Minn.; WTHE(AM) Mineola, N.Y.; WARO(AM) Canonsburg, Pa.; WVVX-FM Highland Park, Ill. and WYLO(AM) Jackson, Wis.

■ WWTC(AM) Minneapolis, (1280 khz, 5 kw-U DA-N)—Seeks assignment of license from Buckley Broadcasting Corp. of Minnesota to Metropolitan Radio Inc., for \$600,000. Seller: Richard D. Buckley Jr., president and board chairman and 6% owner of Buckley Broadcasting of Minnesota, is president and board chairman of Buckley Broadcasting of Conn. (WDRC-AM-FM Hartford, Conn.), president, board chairman and 11% owner, Buckley of Calif. (KGIL [AM] San Fernando and KKHJ-AM-FM San Francisco) and 60% owner Buckley Communications Inc., licensee KGIL-FM San Fernando, Calif. Buyer is principally owned by Robert E. Short, 50.87%, Minneapolis businessman. It has no other broadcast interests.

■ KRWS(FM) Hardin, Mont. (95.3 mhz, 1 kw)—Seeks assignment of license from Alfred E. and Melodie Sargent to Big Horn Broadcasting Inc. for \$60,000. Seller: Husband/wife partnership has no other broadcast interests. Buyer and 95% owned by Robert L. Rezanka, remainder is owned by his mother, Anne. Mr. Rezanka is airline pilot, was radio announcer. Tendered simultaneously is transfer application for KHDN(AM) Hardin, Mont. (see below).

■ KHDN(AM) Hardin, Mont. (1230 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Big Horn Broadcasting Inc. from Merlyn J. and Marlene G. Hedin (100% before; none after) to Robert Rezanka (none before; 100% after). Consideration: \$215,000. Principals: Merlyn J. Hedin owns 95% of seller, his wife Marlene owns remainder. They have no other broadcast interests and want to go into different business. Buyer: see above.

■ WCHU(AM) Soddy-Daisy, Tenn. (1550 khz, 1 kw-D)—Seeks assignment of license from C. Alfred Dick to Ben Bernie Hicks for \$300,000. Seller: C. Alfred Dick, licensee and 100% owner, wants to devote full time to broadcast brokerage and other business. He has no other broadcast interests. Buyer is sports director. WAIM-AM-FM-TV Anderson, S.C. with no other broadcast holdings.

### Actions

■ WKLH(FM) Montgomery, Ala. (92.3 mhz, 50 kw)—Broadcast Bureau granted transfer of control of Griffin Broadcasting Co. from Gillis C. Griffin and family (100% before; none after) to Colonial Broadcasting Co. (none before; 100% after). Consideration: \$500,000. Principals: Mr. Griffin and his brother, Lloyd



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and Sidney (one-third each). They have no other broadcast interests. Buyer is owned equally by brothers, Robert, James and Thomas Lowder, owners of Montgomery insurance agency, mortgage company and construction firm. They have no other broadcast interests. Action Dec. 9.

■ **KAIR-AM-FM** Tucson, Ariz. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 94.4 mhz, 25kw)—Broadcast Bureau granted transfer of control of Number One Radio from H. Lee Druckman, and others (100% before; none after) to Surrey Broadcasting Co. (none before; 100% after). Consideration: \$1.6 million. Principals: Mr. Druckman (28.3%), Edwin G. Richter Jr. (28.3%), Three principals, other than Mr. Druckman, have minor interests in WYTV(TV) Youngstown, Ohio. Buyers are John W. Nichols, H. Campbell Stuckeman and J. E. Fowler Jr. (one-third each). Messrs. Nichols and Stuckeman have various investment and petroleum interests in Oklahoma. Mr. Fowler is chairman of oil and gas marketing firm in Shreveport, La. They have no other broadcast interests. Action Nov. 29.

■ **WHYI(FM)** Fort Lauderdale, Fla. (100.7 mhz, 100 kw)—Broadcast Bureau granted assignment of license from WHYI Inc. to Metroplex Communications of Florida for \$4,550,000, plus \$1,480,000 covenant not to compete. Sale includes transfer of KEZK(FM) St. Louis (102.5 mhz, 63 kw). Seller is U.S. Representative Cecil Hefel (D-Hawaii), who has been reducing his broadcast holdings since his election last fall. He still owns KGMB(AM) Honolulu. Buyer is owned by Norman Wain and Robert Weiss, owners of KOAX(FM) Dallas. Action Dec. 13.

■ **KQMQ(FM)** Honolulu (93.1 mhz, 100kw)—Broadcast Bureau granted transfer of control of Aloha Broadcasting Co. from Thomas K. and Lynn W. Reed (100% before; none after) to K(o)KUA Radio One Corp. (none before; 100% after). Consideration: \$150,000. Principals: Mr. and Mrs. Reed (now divorced) also own KUPA(AM) Hilo, Hawaii. Buyer is owned by H. G. Feamhead (35%), Robert S. Wilson (35%), Reeds (22.5%) and Hector Hamilton (7.5%). Buyer also owns KKAU(AM) Honolulu. Action Dec. 8.

■ **KAIN(AM)** Nampa, Idaho (1340 khz, 1 kw-D, 250 w-N)—Broadcast Bureau granted assignment of license from First National Broadcasting Corp. to Broadcast Inc. for \$300,000. Sellers are Brent T. Larson (60%) and Mr. and Mrs. Jack R. Bolton (40%). Mr. Larson owns 50% of KXA(AM) Seattle; 51% of KODL(AM) The Dalles, Ore., and 100% of KUUZ(FM) Nampa. Boltons own 25% each of buyer. Mr. Bolton is general manager of station. Other buyers are Mr. and Mrs. LeRoy T. Roper (25% each, owners of motion picture theaters in Northwest. Action Dec. 9.

■ **WPFR(FM)** Terre Haute, Ind. (102.7 mhz, 14 kw)—Broadcast Bureau granted assignment of license from Ford FM, Inc. to Great Country Communications Inc. for \$175,000, plus \$75,000 covenant not to compete and engineering and site rental agreements totalling in excess of \$110,000. Seller is owned by Paul Dean Ford and his wife, Eleanor. They also own WKZI(AM) Casey, Ill., and have interests in KCKY(AM) Coolidge, Ariz., and WPDF(AM) Corydon, WWVY(FM) Columbus, both Indiana. Buyer is owned by Bayard H. Walters (80%) and Melvin Browning (20%). Mr. Walters is owner of WKCM(AM) Hawesville, Ky., where Mr. Browning is station manager. Action Dec. 5.

■ **KYBS(FM)** Livingston, Mont. (97.7 mhz)—Broadcast Bureau granted transfer of control of Yellowstone Broadcasting Services Inc. from Jack F. Hinman (49% before; none after) to Terry L. Kinne (49% before; 73% after). Consideration: KPRK(AM) Livingston. Terry Kinne is president of Yellowstone Broadcasting Services and 8% owner of KPRK. Action Dec. 7

■ **WABY(AM)** Albany, N.Y. (1400 khz, 1 kw-D, 250 w-N)—Broadcast Bureau assignment of license from WABY Inc. to Broadcast Management Corp. for \$200,000, plus \$75,000 covenant not to compete. Seller is wholly owned subsidiary of CCA has no other broadcast interests. Buyer is principally owned by Joel Thrope and Tom Green, owners of WCNW(AM)-WLTV(FM) Fairfield, Ohio, and WND(AM)-WLVV(FM) Daytona Beach, Fla. Action Dec. 13.

■ **WMRF-AM-FM** Lewiston, Pa. (AM: 1490 khz, 1 kw-D, 250 w-N; FM: 95.9 mhz, 2.8 kw)—Broadcast Bureau granted assignment of license from Lewiston Broadcasting Co. to Mifflin County Broadcasting Co. for \$300,000 plus value of accounts receivable at closing. Seller is principally owned by Thomas W. Metzger and Ralph S. Parker, who are also selling WJUN(AM)

Mexico, Pa. Buyer is owned by present 28.3% owner of stations, Frank P. Troiani and his wife, Eleanor. They have no other broadcast interests. Action Dec. 14.

■ **WJUN(AM)** Mexico, Pa. (1220 khz, 1 kw-D)—Broadcast Bureau granted assignment of license from Juniata-Perry Broadcasting Co. to Mid-State Broadcasting Inc. for \$190,000, plus value of accounts receivable at closing. Seller is principally owned by Thomas Metzger and Ralph Parker, who are retiring. They are also selling WMRF-AM-FM Lewiston, Pa. (see above). Buyer is owned equally by Mr. and Mrs. Richard C. Lyons and Mr. and Mrs. William H. Berry Jr. Mr. Lyons is program director of WKVA(AM) Lewiston, and Mr. Berry is former sales manager there. Mr. Berry is mass transit consultant. Action Dec. 14.

■ **KKAA(AM)-KQAA(FM)** Aberdeen, S.D. (AM: 1560 khz, 5 kw-U, DA-2; FM: 94.9 mhz, 40 kw)—Broadcast Bureau granted assignment of license from Dakota-North Plains Corp. to Sunset Communications Corp. for \$353,900. Seller is principally owned by L. T. Lausten, who is applicant for new AM at Volga, S. D. Principal in buyer is son of seller. Buyer is owned by David Lausten (75%) and Alan Fischer (25%). Younger Mr. Lausten is general manager of KKAA, and Mr. Fischer is treasurer of present licensee. Action Nov. 28.

## Facilities changes

### AM actions

■ **KMCW** Augusta, Ark.—Broadcast Bureau granted mod. of license for change in SL and operation of trans. by remote control (BRC-3954). Action Dec. 2.

■ **KNCR** Fortuna, Calif.—Broadcast Bureau granted CP to make changes in ant. system (BP-20.931). Action Dec. 9.

■ **KTNQ** Los Angeles—Broadcast Bureau granted mod. of CP to change nighttime directional pattern, conditions (BMP-14,509). Action Dec. 2.

■ **KTIS** Minneapolis—Broadcast Bureau granted CP to replace tower and install new ground system conditions (BP-20,919). Action Dec. 12.

■ **WNBC** New York—Broadcast Bureau granted CP to make changes in aux. ant., conditions (BP-20,887). Action Dec. 9.

■ **WCHL** Chapel Hill, N.C.—Broadcast Bureau granted CP to increase nighttime power to 2.5 kw; increase daytime power to 5 kw and change type trans. (BP-20,673). Action Dec. 5.

■ **KQEB** Fargo, N.D.—Broadcast Bureau granted mod. of CP to make changes in ant. system and correct coordinates (BMP-14,508). Action Dec. 9.

■ **WPAY** Portsmouth, Ohio—Broadcast Bureau granted CP to change TL and change trans., conditions (BP-20,914). Action Dec. 9.

■ **WPDC** Elizabethtown, Pa.—Broadcast Bureau granted CP to change ant. system, conditions (BP-20,914). Action Dec. 9.

■ **KDUX** St. George, Utah—Broadcast Bureau granted CP to change TL and change trans. (BP-20,918). Action Dec. 9.

■ **WKDW** Staunton, Va.—Broadcast Bureau granted mod. of license covering change in SL (BRC-3961). Action Dec. 2.

### FM applications

■ **WFMI** Montgomery, Ala.—Seeks CP to change TL, change type trans., type ant., ERP: 100kw (h&v) and HAAT: 492 feet (h&v). Ann. Dec. 16.

■ **WTUG-FM** Tuscaloosa, Ala.—Seeks mod. of CP (BPH-9563) to change TPO and ERP: 1.45 kw (h&v). Ann. Dec. 16.

■ **KBCA** Los Angeles—Seeks CP to change TL and make change in ant. system. Ann. Dec. 16.

■ **\*KGNU** Boulder, Colo.—Seeks mod. of CP (BPE-1992) to change trans., ant., make changes in ant. system, change TPO, ERP: 3.58 kw. Ann. Dec. 16.

■ **KLIR** Denver—Seeks mod. of CP (BPH-9091) to change TL, change trans., ant., make changes in ant. system, change TPO, ERP: 100 kw (h&v) and HAAT: 329 feet (h&v). Ann. Dec. 16.

■ **WKMO** Hodgenville, Ky.—Seeks CP to change TL and make change in ant. system. Ann. Dec. 16.

■ **WKMS** Murray, Ky.—Seeks CP to change TL, change type trans., ant., make change in ant. system, change ERP: 100 kw and HAAT. Ann. Dec. 14.

■ **\*WUOM** Ann Arbor, Mich.—Seeks CP to install new trans., ant., make change in ant. system, change TPO, ERP: 89.1 kw (h&v) and HAAT. Ann. Dec. 16.

■ **WVCR** Grand Rapids, Mich.—Seeks CP to install new trans., ant. and change TPO. Ann. Dec. 16.

■ **KTIS-FM** Minneapolis—Seeks mod. of CP (BPH-10,626) to change trans., ant., TPO and transmission line. Ann. Dec. 16.

■ **WFMU** East Orange, N.J.—Seeks CP to make changes in ant. system. Ann. Dec. 16.

■ **WMMS** Cleveland—Seeks CP to install new aux. trans. at main TL. Ann. Dec. 16.

■ **WEBC** Oklahoma City—Seeks CP to change TL, install new aux. trans., change TPO, ERP: 55.429 kw (h) 56.36 kw (v) and HAAT. Ann. Dec. 16.

■ **WMGQ** New Brunswick, N.J.—Seeks CP to install new aux. ant. at main TL. Ann. Dec. 16.

■ **WTFM** Lake Success, N.Y.—Seeks mod. of CP (BPH-9998) to change trans., ant. make change in ant. system, change TPO, ERP: 3.9 kw (h) 3.62 kw (v) and HAAT. Ann. Dec. 16.

■ **WEZO** Rochester, N.Y.—Seeks CP to install new aux. trans. at main TL. Ann. Dec. 16.

■ **WFAE** Charlotte, N.C.—Seeks CP to change freq., change TL, change type trans., type ant., and changes in ant. system. Ann. Dec. 14.

■ **KFNB** Oklahoma City—Seeks CP to delete remote control, install new trans., change TPO, ERP: 100 kw (h&v) and HAAT. Ann. Dec. 16.

■ **KXBQ** Ontario, Ore.—Seeks CP to install new ant.,

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change TPO, ERP: 27 kw (h&v) and HAAT. Ann. Dec. 16.

- KRLY Houston—Seeks CP to install new aux. ant. at main TL. Ann. Dec. 16.
- KPAC-FM Port Arthur, Tex.—Seeks CP to change ERP: 62 kw (h&v), type trans. and type ant. Ann. Dec. 16.
- WQRK Norfolk, Va.—Seeks CP to install new trans., ant., change TPO and ERP: 50 kw (h&v). Ann. Dec. 16.

### FM actions

- WAPI-FM Birmingham, Ala.—Broadcast Bureau granted CP to make changes in transmission line, conditions (BPH-10819). Action Dec. 9.
- KOST Los Angeles—Broadcast Bureau granted CP to change aux. trans. and ant. location (BPH-10827). Action Dec. 12.
- KPRI-FM San Diego—Broadcast Bureau granted CP to change TL/SL, install new trans., ant., make changes in ant. system (BPH-10,707). Action Nov. 15.
- KKHI-FM San Francisco—Broadcast Bureau granted CP to install new aux. trans. and ant. at main TL (BPH-10,799) Action Dec. 14.
- WGRE Greeley, Colo.—Broadcast Bureau granted mod. of CP to change TL (BMPH-15,302). Action Dec. 9.
- WXLN-FM Savannah, Ga.—Broadcast Bureau granted CP to install new trans., ant., change TPO, ERP: 100 kw (h&v) (BPH-10,797). Action Dec. 2.
- WBNQ Bloomington, Ill.—Broadcast Bureau granted CP to install new trans., ant., change TPO, and add circular polarization to ERP, condition (BPH-10,804). Action Dec. 14.
- WDEA-FM Ellsworth, Me.—Broadcast Bureau granted CP to change TL, install new ant., make change in ant. system, change TPO and ERP: 8.7 kw (h&v) condition (BPH-10,083). Action Oct. 13.
- WOEL-FM Elkton, Md.—Broadcast Bureau granted mod. of CP to change trans., ant., and change

## Summary of broadcasting

### FCC tabulations as of Oct. 31, 1977

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,485	6	17	4,508	47	4,555
Commercial FM	2,904	1	81	2,986	124	3,110
Educational FM	893	0	21	914	87	1,001
Total Radio	8,282	7	119	8,408	258	8,666
Commercial TV	721	1	5	727	50	777
VHF	513	1	2	516	6	522
UHF	208	0	3	211	44	255
Educational TV	242	3	14	259	6	265
VHF	93	1	7	111	3	104
UHF	149	2	7	158	3	161
Total TV	963	4	19	986	56	1,042
FM Translators	198	0	0	198	76	274
TV Translators	3,439	0	387	3,826	0	3,826
UHF	1,063	0	211	1,274	0	1,274
VHF	2,376	0	176	2,552	0	2,552

\*Special temporary authorization

\*\*includes off-air licenses

TPO and transmission line, conditions (BMPED-1542). Action Dec. 2.

- \*WICN Worcester, Mass.—Broadcast Bureau granted license covering changes in ERP: 2kw (h&v) and ant. height (BLED-1696). Action Nov. 22.
  - WVNJ-FM Newark—Broadcast Bureau granted CP to change aux. TL for use with aux. ant. (BPH-10,814). Action Dec. 14.
  - WCBS New York—Broadcast Bureau granted CP to erect aux. ant. with 10 kw conditions (BP-20,813). Action Dec. 14.
  - WKOV-FM Wellstown, Ohio—Broadcast Bureau granted CP to change SL, install new ant., change TPO, ERP: 3 kw (h&v) and ant. height, condition (BPH-10,794). Action Dec. 14.
  - WWST-FM Wooster, Ohio—Broadcast Bureau granted CP to install new aux. trans. at main TL, condition (BPH-10,826). Action Dec. 14.
  - WSRD Youngstown, Ohio—Broadcast Bureau granted CP to install new trans., change TPO, ERP: 50 kw (h) and ant. height (BPH-10,815). Action Dec. 9.
  - WVCS-FM California, Pa.—Broadcast Bureau granted CP to change TL, install new trans., ant. and make changes in ant. system, conditions (BPED-2413). Action Dec. 5.
  - WSRA San Juan, P.R.—Broadcast Bureau granted mod. of CP to make changes in ant. system and change ant. height (BMPH-15,304). Action Dec. 14.
  - WYAK-FM Surfside Beach-Garden City, S.C.—Broadcast Bureau granted CP to install new ant., ERP: 3 kw (h&v) and ant. height 300 feet (BPH-10,796). Action Nov. 25.
  - WZEE Nashville—Broadcast Bureau granted CP to install new aux. trans. and ant. (BPH-11,810). Action Dec. 12.
  - KSPL-FM Diboll, Tex.—Broadcast Bureau granted CP to change TL, install new trans., install new ant. and make change in ant. system (BPH-10,004). Action Dec. 2.
  - WSGM-FM Staunton, Va.—Broadcast Bureau granted mod. of license for change in SL (BRC-3952). Action Dec. 2.
- Kalamazoo and Portage, Mich., WHW Enterprises Inc., et al. **FM proceeding:** (Docs. 21374-7)—ALJ James K. Cullen Jr. postponed prehearing conference from Dec. 22 to Jan. 17 and postponed Feb. 6 hearing indefinitely. Action Dec. 6.
- Little Falls, Minn., Little Falls Radio Inc. and Little Falls Broadcasting Co., **FM proceeding:** (Docs. 211699-70)—ALJ Lenore G. Ehrig set certain procedural dates and scheduled hearing for March 21. Action Dec. 9.
- Hattiesburg, Miss., Deep South Radio Inc. et al., **FM proceedings:** (Docs. 19889-91)—ALJ John H. Conlin revised certain procedural dates and rescheduled hearing from Jan. 31 to March 7. Action Dec. 15.
- Tupelo, Miss., Lee Broadcasting Corp. (WTUP), **renewal proceeding:** (Doc. 21430)—ALJ John H. Conlin set certain procedural dates and scheduled hearing from May 8 in Tupelo. Action Dec. 14.
- Athens, Tenn., James C. Slinger and Cumberland Broadcasting Corp. **FM proceeding:** (Docs. 121132-3)—ALJ Walter C. Miller scheduled further hearing conference for Dec. 28. Action Dec. 15.
- Virginia Beach, Va., Virginia Seashore Broadcasting Corp., **FM proceeding:** (Doc. 19096)—ALJ Lenore G. Ehrig set certain procedural dates and scheduled hearing for Feb. 14. Action Dec. 8.
- Chief Broadcast Bureau on request of Consumer Electronics Group of Electronic Industries Association extended from Dec. 21 to Jan. 6 time for filing comments and from Jan. 23 to Feb. 6 time for filing replies in matter of AM stereophonic broadcasting (Doc. 21313). Action Dec. 15.
- Initial decision**
- KJLH (FM) Compton, Calif. (Doc. 20756)—ALJ Lenore G. Ehrig denied application of John Lamar Hill to relocate site of his station. Action Dec. 20, becomes effective in 50 days unless appealed or reviewed.
- FCC decisions**
- Media, Pa.—Commission upheld Aug. 30 Review Board action reopening record in FM case and remanding proceeding to ALJ David I. Kraushaar for further hearing (Docs. 20567-9). Action Dec. 15.
- Madison, Wis.—Commission permitted Television Wisconsin Inc. (WISC-TV) and Madison and Evening Telegram Co. to place in nonvoting trust stock they hold in Telecommunications Inc. which places them in violation of cable TV/broadcast ownership prohibition. Action Dec. 8.
- Commission deleted from rules section regulating programming carried on cable television systems for extra per program or per channel charge. Action Dec. 13, becomes effective Jan. 24.
- Commission amended rule to allow TV translator stations to receive signals of TV broadcast stations from variety of input sources and remove certain restrictions in operation of television translator relay stations. Action Dec. 8, becomes effective Jan. 24.
- WMTR Morristown, N.J.—Commission denied Drexel Hills Associates Inc. review of \$500 fine im-

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## In contest

### Designated for hearing

- WPWC Quantico, Va.—Commission designated for hearing license renewal application of Happy Broadcasting Co. (Dec. 21493). Action Dec. 15.

### Procedural rulings

- Selma, Ala., Talton Broadcasting Co. (WHBB), **renewal proceeding:** (Doc. 20723)—ALJ Joseph Stirmer set certain procedural dates and scheduled hearing for Feb. 28 in Selma. Action Dec. 16.
- Springfield, Ill., Springfield Advertising Co., et al., **FM proceeding:** (Docs. 21338-41)—ALJ Thomas B. Fitzpatrick rescheduled hearing from Jan. 31 to Jan. 24. Action Dec. 15.

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posed for logging and measurement violations. Action Dec. 15.

■ WPIX (TV) New York—Commission scheduled oral arguments for Jan. 18 in New York renewal proceeding involving WPIX Inc. and competing application of Forum Communications Inc. to construct new station on ch. 11. Action Dec. 15.

■ WRUN (AM)-WGKW (FM) Utica, N.Y.—Commission approved assignment of licenses from 1150 Broadcasting Inc. to WRUN Inc. and WGW/FM Inc. respectively. Action Dec. 8.

## Fines

■ KULA (FM) Waipahu, Hawaii—Broadcast Bureau notified licensee of apparent liability for \$300 for failure to obtain permission for new or additional SCA activity. Action Dec. 9.

■ WMPP Chicago Heights, Ill.—Broadcast Bureau ordered licensee to forfeit \$1,000 for failure to make available at time of inspection required equipment performance measurement report of past two years. Action Dec. 12.

■ KCIM-AM-FM Carroll, Iowa—Broadcast Bureau ordered licensee to forfeit \$150 for failure of chief operator to date and sign operating log and failure to make weekly entrance in maintenance log of remote meter calibration. Action Dec. 12.

■ WEGP Presque Isle, Me.—Broadcast Bureau notified licensee of apparent liability for \$500 for failure to make available equipment performance measurements of past two years. Action Dec. 12.

■ WDMV Pocomoke City, Md.—Broadcast Bureau ordered licensee to forfeit \$300 for failure to make equipment performance measurements of main and alternate main transmitters at least once each year. Action Dec. 12.

■ KTTT Columbus, Neb.—Broadcast Bureau ordered licensee to forfeit \$1,000 for repeated violations including having third-class radiotelephone operator in charge of transmitting system when opera-

tor's permit was not endorsed for broadcast purposes. Action Dec. 12.

■ KSPI Stillwater, Okla.—Broadcast Bureau relieved operator of liability for \$500 for operation at more than 5% above authorized daytime operating power of 250 w. Action Dec. 12.

■ WWFM (FM) Pittsburgh—Broadcast Bureau notified licensee of apparent liability for \$500 for failure to maintain carrier frequency within tolerance. Action Dec. 9.

■ KTVX (TV) Salt Lake City—Broadcast Bureau notified licensee of apparent liability for \$2000 for repeated failure to inform any party of telephone conversation of intention to broadcast conversation. Action Dec. 9.

■ KSEM Moses Lake, Was.—Broadcast Bureau notified licensee of apparent liability for \$1000 for repeated operation with power in excess of 105% of authorized power. Action Dec. 12.

## Allocations

### Petitions

■ Montgomery, Ala.—WCOV Inc. requests amendment of TV table of assignments to reassign commercial ch. 8 from Selma, Ala., to Tuscaloosa, Ala., and reserve it for noncommercial use and delete ch. 12 from Montgomery and assign it in lieu of ch. 38 Columbus, Ga. Ann. Dec. 19.

■ Fairbanks, Alaska—Interior Broadcasting Corp. requests amendment of FM table of assignments to assign ch. 273 to Fairbanks. Ann. Dec. 19.

■ El Dorado Ark.—Inspirational Radio Service requests amendment of FM table of assignments to assign ch. 240A to El Dorado. Ann. Dec. 19.

■ Los Angeles—Howard Anderson requests amendment of FM table of assignments to assign ch. 251 to Yermo, Calif. Ann. Dec. 14.

■ Los Angeles—Howard Anderson requests amendment of FM table of assignments to assign ch. 258 to Mountain Pass, Calif. Ann. Dec. 14.

■ Marina Del Rey, Calif.—John C. Butler requests amendment of FM table of assignments to assign ch. 233 to Solvang, Calif. Ann. Dec. 14.

■ Simi Valley, Calif.—Israel Sinofsky requests amendment of FM table of assignments to assign ch. 288A to Rosamond, Calif. Ann. Dec. 14.

■ Kingsland, Ga.—Camden County Broadcasters requests amendment of FM table of assignments to assign ch. 228A to Kingsland. Ann. Dec. 14.

■ Ottumwa, Iowa—KBIZ Inc. requests amendment of FM table of assignments to substitute ch. 224A for presently assigned ch. 223 at Ottumwa. Ann. Dec. 14.

■ Hartford, Ky.—Hayward F. Sprinks requests amendment of FM table of assignments to assign ch. 288A to Greenville, Ky. Ann. Dec. 14.

■ Baton Rouge—Louisiana Educational Television Authority requests amendment of TV table of assignments to change educational reservation at Alexandria, La., from ch. 41 to ch. 25. Ann. Dec. 14.

■ Hudson, N.H.—Graham Broadcasting Co. requests amendment of FM table of assignments to assign ch. 242 to Las Vegas. Ann. Dec. 14.

■ Ocean City, N.J.—Daniel B. Bradley requests amendment of FM table of assignments to assign ch. 252A to Ocean City. Ann. Dec. 14.

■ Cresson, Pa.—Great American Wireless Signal Co. amendment of FM table of assignments to assign ch. 232A to Cresson. Ann. Dec. 14.

■ Brattleboro, Vt.—We Trust in Jesus Broadcasting Inc. requests amendment of FM table of assignments to assign ch. 296A to Bellow Falls, Vt. Ann. Dec. 14.

■ Lexington, Va.—Energy Exchange Inc. requests amendment of FM table of assignments to assign ch. 244A to Lexington. Ann. Dec. 14.

### Actions

■ Garberville, Calif.—Broadcast Bureau assigned ch. 261A to Garberville as community's first FM. Action resulted from proposal by Daniel J. Healy. Action Dec. 9, becomes effective Jan. 23.

■ Immokalle, Fla.—Broadcast Bureau assigned ch. 252A to Immokalle as community's first FM and denied proposal to assign ch. 288A to North Naples,

Fla. Action Dec. 6, becomes effective Jan. 20.

■ Lowry, S.C.—Broadcast Bureau assigned UHF TV chs. 56, 62 and 68 to Lowry for high-power translator use. Action resulted from petition by South Dakota Five County Television Translator Districts. Action Dec. 6, becomes effective Jan. 20.

■ Rock Hill, S.C.—Broadcast Bureau dismissed petition to remove reservation and thereby change classification of TV ch. 55 at Rock Hill from noncommercial to commercial. Action Dec. 9.

## Rulemaking

### Action

■ Chief Broadcast Bureau in response to request by Public Media Center extended from Dec. 20 to Jan. 16 time for filing reply to oppositions to petition for reconsideration in matter of petition to institute notice of inquiry and proposed rulemaking on airing of public service announcements by broadcast licensees. (RM-2712). Action Dec. 19.

## Translators

### Actions

■ KO9NY White Bear, Alaska—Broadcast Bureau granted CP for new TV trans. station to rebroadcast signal of KYUK-TV Bethel, Alaska (BPPTV-5932). Action Dec. 9.

■ KO4JF Nulato, Alaska—Broadcast Bureau granted mod. of CP to change freq. from ch. 9 to ch. 4 for VHF TV trans. station (BMPTTV-906). Action Dec. 2.

■ K76BH Bishop, Calif.—Broadcast Bureau granted license for operation of UHF TV trans. station (BLTT-2078). Action Dec. 12.

■ K70AA Bishop and Big Piney, Calif.—Broadcast Bureau granted license for operation of UHF TV trans. station (BLTT-2076). Action Dec. 12.

■ K73AA Bishop and Big Piney, Calif.—Broadcast Bureau granted license for operation of UHF TV trans. station (BLTT-2077). Action Dec. 12.

■ K79AT Big Piney and Bishop, Calif.—Broadcast Bureau granted license for operation of UHF TV trans. station (BLTT-2079). Action Dec. 12.

■ K12JF Bishop Creek and Aspendell, Calif.—Broadcast Bureau granted license for operation of VHF-TV trans. station (BLTTV-4979). Action Dec. 12.

■ K05AH Lee Vining and Bridgeport, Calif.—Broadcast Bureau granted license for operation of VHF TV trans. station (BLTTV-4965). Action Dec. 12.

■ K121Q Mammoth School and Conway Summit, Calif.—Broadcast Bureau granted license for operation of VHF TV trans. station (BLTT-4966). Action Dec. 12.

■ K62AO Morongo Valley, Calif.—Broadcast Bureau granted CP for new TV trans. station to rebroadcast signals of KTLA Los Angeles (BPPT-3334). Action Nov. 28.

■ K67BH Morongo Valley, Calif.—Broadcast Bureau granted CP for new TV trans. station to rebroadcast signals of KHJ-TV Los Angeles (BPPT-3336). Action Nov. 28.

■ K64AU Morongo Valley, Calif.—Broadcast Bureau granted CP for new TV trans. station to rebroadcast signals of KABC-TV Los Angeles. (BPPT-3335). Action Nov. 28.

■ K60AY Morongo Valley, Calif.—Broadcast Bureau granted CP for new TV trans. station to rebroadcast signals of KNBC Los Angeles (BPPT-3333). Action Nov. 28.

■ K121G Ponderosa Basin, Calif.—Broadcast Bureau granted CP for new TV trans. station to rebroadcast signals of KXTV Sacramento, Calif., (condition (BPT-TV-5792). Action Dec. 2.

■ K081I Blanco Basin area, Colo.—Broadcast Bureau granted CP for new TV trans. station to rebroadcast signals of KREZ Durango, Colo. (BPPTV-5879). Action Dec. 1.

■ K0212 Gunnison, Colo.—Broadcast Bureau granted CP for new TV trans. station to rebroadcast signals of KWGN-TV Denver (BPPTV-5919). Action Dec. 9.

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**Opening for general manager** in the state of Ohio for a group owned small market FM station. Salary commensurate with experience with profit incentives. Send detailed resume to Box A-4.

**Ownership to the person** who has ability to sell local accounts. We offer ownership without any cash investment and the management of a fine New England suburban station. Person must be close enough for interview. Write A. Roberts, 22 Hilltop Rd., Long Meadow, MA 01106.

**Young, Aggressive Manager** for AM/FM Station Top 20 major market located Northeastern state. Must carry accounts and manage sales force. Equity position possibility. Salary plus commission. Send resume to Box A-54.

**Help Wanted Sales Manager:** WJBY wants an experienced person in broadcast sales, able to manage and lead sales staff. Salary, Commission and over-ride. Send resume of qualifications, references and salary requirements to WJBY, P.O. Box 930, Gadsden, AL 35902. EOE.

**Retiring Owner** Coastal Carolina fulltime searching for "on the air" ... "on the street" family person of integrity as successor. Salary, percentage, stock possibility. 919-347-5093.

**Religious Format Radio Group Owner** seeking experienced and seasoned station manager. Excellent base salary plus bonus incentives. An Equal Opportunity Employer. Send full resume and references to Box A-18.

### HELP WANTED SALES

**An established account** list in an established 5kw AM station needs strong versatile hand at the wheel. Announcing & production experience important. Equal opportunity employer. Address full resume to Box R-58.

**Expanding AM and New** separate FM adding sales persons and assistant sales manager. Adult AM country. Adult FM MOR. Medium market. Tell all in first letter. Broadcast Associates, 1108 28th Avenue, Altoona, PA, 16601. Phone 814-224-2151.

**WTGC Radio 1010**, Lewisburg, Pennsylvania, needs two experienced sales people. Salary plus commission in rich market. University town. Send all in first letter to: WTGC, 1108 28th Ave., Altoona, PA 16601.

**Broadcast Professional** with radio/TV local sales/sales management background to sell proven annual renewable services to broadcast management. We are industry's leading independent producer of proven local sales support and training services utilized by large and small independents and groups, including ABC, CBS and NBC. If you enjoy a consultant sales approach using the finest audio/visual tools, and have ability to conduct workshops/seminars, you can expect an excellent income with job satisfaction. Considerable travel first year; relocation unnecessary. First year potential \$36,000 + with continuing/renewable income. Position available on a draw vs. commission basis or, as self-employed rep. Rush confidential detailed resume, with references in first letter, to Dick Stein, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA 94111.

**Beginners! Learn sales** from us in order to move up into larger markets. We provide an excellent air product and professional training. Resume to WOXO/WXIV, Box 72, Norway, ME 04268.

**WMAV, Springfield, Illinois** has immediate opening for bright problem solving sales person on the way up. Strong on creativity with ability to write and sell campaigns. Excellent opportunity to join the fastest growing facility in the market. Contact Thomas Kushak, WMAV, P.O. Box 460, Springfield, IL 62705. A Midwest Family Station.

**Salesperson** for Portland, ME, fulltime 5 KW AM and Stereo FM. Need an aggressive street salesperson with promotional sales ideas. These are two well-respected radio stations, part of a 6-station group. Call or write Don Wilks or Mike Schwartz at WAQY, Springfield, MA. 413-525-4141.

**Applicants for Combo** position. Sell and produce spec spots. Send resume to WGOS, Box 7128, High Point, NC 27264. Religious format.

**KRGO—If you** take pride in your work and aspire to sales management, or joining Utah's finest broadcast sales organization, this is the place! Rapidly growing 10,000 watt personality oriented modern country format. Fantastic market. Excellent career opportunity. Send resume to: Gene Guthrie, General Manager, KRGO, 5065 West 2100 South, Granger, UT 84120. Telephone: 801-972-3449. Equal Opportunity Employer.

**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, P.O. Box 215, La Salle, IL 61301.

**Central Virginia** 24 hour black format radio station. R&B format is looking for an experienced Sales Manager. Someone willing to relocate in the Richmond area. Reply immediately with resume to Mr. James A. Carter, c/o Baron Radio, Inc., 111 North 4th Street, Richmond, VA 23219.

**Immediate Opening—Radio** time sales in the Greater St. Louis, MO market. Established list available for self-starter. Replies confidential: KIRL Radio, Box 1460, St. Charles, MO 63301. EOE.

**50,000 Watt full time FM** in Albany NY has an immediate opening for an experienced salesperson. Guaranteed salary plus commission. Company medical benefits paid. Send letters and resumes to: J. W. Wagner, WFLY-FM, 4243 Albany St., Albany NY 12205.

**Coastal South Florida** sales opening for experienced successful and proven Sales Person. Good opportunity with growing company. Interested? Send resume and income requirement to Randolph H. Miller, WIRA/WOVV, P.O. Box 3032, Ft. Pierce, FL 33450. We are an Equal Opportunity Employer.

### 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.

**Immediate.** Staff announcer with news & production skills. Non-automated Beautiful Music. Experience required. EEO. Tape & resume to WSR, West Side Station, Worcester, MA 01602.

**University owned** non-commercial station seeking announcer familiar with classical, jazz, and big band music, composers and artists. \$7,100 plus fringe benefits. Send resume, audition tape, including classical, to Dick Ellis, Manager, WETS-FM, Box 21,400A, East Tennessee State University, Johnson City, TN 37601. An Affirmative Action - Equal Opportunity Employer M/F.

**WTGC Radio 1010**, Lewisburg, Pennsylvania, has opening for experienced announcer-production-news. Adult MOR. Salary based on experience. Send tape, resume and tell all in first letter. WTGC, 1108 28th Ave., Altoona, PA 16601.

**Need Immediately.** Radio News/Automation operator. Experienced News only. Will teach automation. Five-and-one-half day week. Salary \$140 to \$160 per week as starter. Send tape, resume to Dick Richards, WKMC, Roaring Spring, PA 16673.

**Bright, young, experienced** broadcaster wanted for Midwest medium market CBS station. MOR/contemporary background preferred—but adaptability is the key for this position. Must have potential for advancement. Send resume to Box R-121.

**Central Illinois'** strongest AM Modern Country station needs creative midday air-personality. Must be a production pro, have good references and hard worker. Great facility and staff plus benefits. Current midday person moving to sales. Send tapes and resumes to: Mike Carta, PD, WMAV, P.O. Box 460, Springfield, IL 62705.

**Exciting immediate** opportunity for top quality announcer. Easy listening format. minimum three years commercial experience required. E.O.E. S. Lubin, WVOS, Liberty, NY.

**Morning Person ...** No. 1 station Central New Jersey, WHWH Princeton, MOR. Seven-year veteran Howard David, leaving January 6th for top sports job, has been (1) solid, friendly personality with tight production, (2) excellent play-by-play of Princeton football and basketball. Desire combination replacement, but priority is for morning person. Please send tape, resume to Box 1350, Princeton, NJ 08540 or call 609-924-3600 Mr. Robert Locke.

**Immediate Opening** for experienced announcer strong on production. Send tape and resume to Box 430, Rocky Mount, VA 24151.

**Wanted: Experienced Announcer/Sales** with good production. FM Rock on Guam. 3rd/Broadcast. Send resume/tapes. KSTO, Box 8637, Tamuning, Guam 96911.

**Immediate Opening—Northeastern Michigan,** Automated AM Radio Station, production stressed. Contemporary format. Call collect John Carroll 1-517-362-3417.

**Minimum Two Years** experience in Country and Rock. Upper Midwest. Box A-41.

**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.

**Can you Jock MOR** five nights a week? Handle M.D. duties? Do outstanding production work? Accept responsibilities? Get along with fellow employees? Accept the hum drum life of a small town with no big city hassle? If the answer to all of the above questions is yes, send resume to Box A-44. Good pay for the right person. EOE.

**First Phone, Announcer** wanted. Strong in production, experienced, willing to work with automation. Understand contemporary radio. Midwest. E.O.E. Box D-125.

**Immediate Opening.** Talented and mature mid-morning MOR air personality for 5,000KW AM in N.E. Ohio. Good, stable opportunity for the right person. Women applicants encouraged to apply. 3rd. endorsed, some board and production experience necessary. \$175 a week to start, with excellent fringes. Send letter and resume to Box A-5.

**Experienced morning personality** for contemporary format. Must be strong on production. Tapes and resumes to Mike King, WCSI, P.O. Box 709, Columbus, IN 47201. No phone calls.

## HELP WANTED ANNOUNCERS CONTINUED

**Morning person needed** immediately. Experience needed in both production and air, some sales. Send tapes and resume to Dave Warf, GM, P.O. Box 47, Gaffney, SC 29340.

**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.

**Morning personality** with at least three years of experience who wants to live and work in Minnesota's beautiful vacationland with hunting and fishing a few steps away and still within easy driving distance to the Twin Cities. Stable station adding announcer to staff where last one was hired seven years ago. Charlie Persons, KVBR, Brainerd, MN 56401.

**Immediate opening** for Announcer. Sports or news background helpful. Send resume and tape to KWEL Radio, 401 W. Missouri, Midland, TX 79701.

**Immediate openings** for two country air personalities and a Production Director. Medium Market contact, Rick Warren, Program Director of WBHP, P.O. Box 547, Huntsville, AL 35804. Area code 205-534-3521.

**Fresno's Top-Rated FM** Rocker needs dedicated, energetic air talent. Un-doctored air-check, salary, resume to Dan Spears, KFYE, Fresno Townhouse, Fresno, CA 93721. EOE.

**Major market**, country station looking for bright, experienced afternoon drive personality. Group owner, good fringes. Equal opportunity employer. Send complete resume and tape to Wynn Alby, WYDE, Suite 410, 2112 Eleventh Avenue, South, Birmingham 35205. No phone calls.

**Modern Country Station** in the Upper Midwest needs a morning person with a 1st Phone license—Farm background helpful. Send tape and expected starting salary to: Jack Leonard, Program Director, Box 1271, Jamestown, ND 58401.

**Immediate Opening** for announcer, good production, experience preferred. Top Forty, no screamers. Rush tape and resume to Mike Dion, WDEW, Westfield, MA 01085. EOE.

**Medium Market AM/FM** combo Needs top mid-morning contemporary announcer with copy/production experience. Good pay & benefits. Send tape resume to Mgr, KRUS, Box 430, Ruston, LA 71270. EOE.

**Outstanding opportunity** for experienced DJ and production person. Outstanding station, city, facilities. Professional staff. We are No. 1 and plan on staying that way. Contact Damon Sheridan, PD, 419-422-4545, WFIN Findlay, OH, E.O.E.

**Need experienced announcer**—operator with good voice. Call collect, Manager 301-876-1515.

**Personality Announcer** wanted for WOVV-FM, a Rock station. Person must be experienced and have at least a Third Class License. Applicants will be judged on their personality (funny, witty, topical), voice quality, production ability, talent and ability to read with color, enthusiasm and clarity. Send audition tape and resume with starting salary to John Moore, WOVV, Box 3192, Ft. Pierce, FL. We are an Equal Opportunity Employer.

**Hardwork, good pay** w/growing organization. 2-4 years experience. Adult Contemporary. Call now—WMMW, 203-235-5747.

## HELP WANTED TECHNICAL

**WIOS Radio-Directional** AM Northeastern Michigan. Automated ability more important than experience. Call collect. Excellent salary includes car and benefits. Contact John Carroll 1-517-362-3417.

**50KW AM/100KW FM**, medium market, South. Seeking assistant chief with potential for chief's position. Experienced only need apply. An equal opportunity employer. Box R-74.

**Chief Engineer**—AM Directional experience required. Good working conditions and benefits. Call or write: WAMS Radio, P.O. Box 3677, Wilmington, DE 19807. (Phone - 302-654-8881. WAMS is an Equal Opportunity Employer.

**Southeastern New York AM/FM** establishing new Assistant Chief Engineer position. Seeks First Class Licensee with experience in audio equipment and electronics. Will learn transmitter operation/maintenance. Up to \$200 per week, benefits, advancement potential for qualified person. Send resume and references to C. K. Thompson, WGNY/WFMN, Newburgh, NY 12550.

**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.

**Great Opportunity** for progressive, creative, hard-working Chief Engineer at relatively new, very successful FM. Excellent pay and benefits. Transmitter, studio equipment, preventive maintenance, and operational duties required. Send resume to WDIF, P.O. Box 524, Marion, OH 43302.

**Engineer Wanted**, we have a 5KW AM and small FM. If you need a job please contact me at 606-886-2050 or 886-6191, D.C. Stephens.

**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.

**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.

**Experienced Chief** for IL Metro Stations. Must know all phases of engineering including FCC Regulations. \$200/week. References and resume to Box A-40.

**Director of Engineering**, Midwest Radio Company, group owner headquartered in Fargo, North Dakota seeks Engineer with solid background in directional AM's and FM. Must have ability to direct people, communicate with programing department, be highly organized and desire to produce quality audio from transmitter and studio. \$15,000 + annually. Forward resume to Larry Lakoduk, President, Box 2983, Fargo, ND 58102.

**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.

**Illinois Medium Market AM/FM** seeks First Phone Engineer-Announcer. Box P-57.

**WLW Cincinnati** ... immediate opening for experienced broadcast engineer. FM and 50,000 watt AM experience preferred. Good salary and benefits. Send complete resume to: James D. Hampton, Vice President-Engineering, WLW Radio, 901 Elm Street, Cincinnati, OH 45202. No phone calls. EEO/M/F.

**Immediate Opening**, Chief Engineer, Automated Stations, salary open. Contact David Hurlbut, VP, WYER, AM-FM, Mt. Carmel, IL 62863, 618-262-5111.

**Group broadcaster** searching for qualified engineers. Candidates should have a thorough knowledge of high power AM and FM transmitter and directional antenna maintenance. Send resume to: Director of Engineering, Box 7208, Little Rock, AR 72207.

**Chief Engineer**, WEBC, Duluth, Minnesota seeks professional with strong AM directional transmitter and studio engineering background. Fine equipment, modern facilities. Forward resume to Larry Lakoduk, President, Box 2983, Fargo, ND 58102.

**Chief Engineer** for one of the country's largest FM non-commercial radio stations. First Class license and experience necessary. Apply immediately to: 'C. E. Search', WBAI-FM, 359 East 62nd Street, New York City 10021.

## HELP WANTED NEWS

**Newsperson**. Immediate need for Midwestern newspaper with strong voice. Experience essential. Rush tapes and resume to Ernie Slottag, News Manager, WXCL, 3641 Meadowbrook, Peoria, IL 61604. No calls, please.

**Help Wanted News**: News Director needed at once. To supervise expansion in programing. Full charge individual to supervise local news department and public affairs. Best living area in country. Submit audition tape, salary requirements and resume at once. Bob Michael, Gen. Mgt. WRGI 950 County Road 31, Naples, FL 33942. 813-775-3321. EEO/AA.

**Reporter/Anchor** Person, must have three to five years experience, authoritative sound, good writer and digger. Good salary and National exposure. Send tape and resume to John Askew, Mutual Black Network, 1755 South Jefferson Davis Highway, Arlington, VA 22202.

**Experienced writer/reporters** needed for all news outlet on Florida's suncoast. Please send tapes and resumes to Jay Frank, WQSA, Box 7700, Sarasota, FL 33578. EOE.

**Professional Broadcast** Journalist to set up and direct Radio News and PA operation directed at 18-34 audience. Concept, philosophy tape, resume, salary first response to KFYE, Fresno Townhouse, Fresno, CA 93721. EOE.

**NFL Play By Play** and Sports Director—KCMO Radio, Kansas City, Missouri is accepting applications with tapes (no phone calls please) from candidates actively involved in radio and/or TV major college or major professional football play by play. Address inquiries direct to: Tom Barsanti, Operations Manager, KCMO Radio, 4500 Johnson Drive, Fairway, KS 66201. KCMO is an equal opportunity employer, male/female.

**Professional Broadcast** Journalist for reporter/editor/newscaster position at WJR, Detroit, Michigan. Must have college degree, 3-5 years experience in broadcast news and demonstrable excellence as a field reporter, writer and broadcaster. EOE. Please send letter, resume, writing samples and tape to Dave White, News Director, WJR, 2100 Fisher Building, Detroit, MI 48202. No telephone calls, please.

**Wanted—News Director** for two person Midwest local news operation. Must be conscientious and able to accept responsibility. You will work with a very professional staff. Call 319-524-5410.

**Morning News** personality. Conversational writing; one-to-one delivery a must. Tom Collier, News Director KCRG, Cedar Rapids, IA 52401. 319-398-8392.

## 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.

**Program Director**, Medium size, highly competitive, Midwestern market. High power, full time adult contemporary FM. We need a PD, who is aware that good programming leads to sales but does not exist in spite of sales. New ownership of a well established station. Air shift mandatory. E.O.E. Send resume to Broadcasting, Box R-78.

**Program Director**: We need a mature person with a minimum of 4 years experience as Pd at a MOR Station. Strong leadership abilities, air personality, strong production. Send tape and complete resume plus salary requirements to: Jim Treanor, KLYD AM/FM, 924 Truxtun Ave., Bakersfield, CA 93302. E.O.E.

**Copywriter/Producer** for Western Pennsylvania AM-FM. Send resume and Scripts Box R-92.

**Help Wanted Programing**: Due to programing expansion we are in need of a take charge program director. Complete responsibility of programing department. Air shift included. Mature judgement a Must. Adult Contemporary format with community involvement. Best living in the country. Submit your resume, audition tape and salary requirement now. Bob Michael, Gen. Mgr. WRGI 950 County Road 31, Naples, FL 33942 813-775-3321. EEO/AA.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS CONTINUED**

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**Top-rated Medium-Market** Midwest AM seeking "take charge" Program Director. Must assume daily air shift, manage air staff, plan and executive promotions, and assume total responsibility for MOR sound. No 40-hour week. A solid, long term position for qualified person. Equal Opportunity Employer. Write Box A-23.

**Top 100-Top Rated** AM-FM. Beautiful Music station looking for a confident, capable Program Director. Must assume limited air shift, take charge of developing public affairs programing and manager air staff. Radio station is affiliated with local Cable TV operation and individual will be involved in scheduling of Cable programing and production of local origination programing. EOE. Send resume and salary requirements to Box A-26.

**Large market Midwest** 5 KW station has immediate opening for a creative Adult top 40 program director/announcer. Must be business orientated, good production ability, and able to make a unique sound in a competitive market. All repts confidential. Box A-34.

**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.

**Home for creative talent,** who wants to be the major shaper of a great radio station's on-air product. Intelligent writer—creative, hip producer—preferably with experience in station promotion and community involvement. An efficient machine who is not frightened by human beings nor by automation. You will be a valuable part of the top-rated radio in top-60 market (Carolinas). Start \$14,000-\$15,000. Closing Date: 1-30-78. Send resume, tape and writing samples to: Personnel, WRAL, Box 12000, Raleigh, NC 27605. An Equal Opportunity Employer, M/F.

**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.

**Program Assistant** for public broadcasting News, PA & Jazz KUAT-AM & Classical Music PA KUAT-FM. Duties include program scheduling, planning & acquisition & daily operations administration. Send resume to KUAT Radio, Modern Lang Bldg., Univ of Ariz, Tucson 85721. An Equal Employment/ Affirmative Action/Title IX/Section 504 Employer.

**Program director** for WGIR, Manchester, New Hampshire. Mature applicant must understand MOR personality radio, control scheduling and music selection, motivate and manage a strong, versatile air staff, be capable of first class air work/commercial production and coordinate with fully staffed active news and sports departments. Unusual career opportunity, salary open. Require minimum five years experience any combination of announcing, production and administration. WGIR is one of the Knight Quality Stations and has New Hampshire's finest facilities. Excellent living conditions in this prime locale. Enclose a tape and resume when you write General Manager, WGIR Radio, P.O. Box 487, Manchester, NH 03105. We are an Equal Opportunity Employer.

**Program Director** for KLOU Radio. Leading Top 40 station in Lake Charles, Louisiana since 1960. Write: Albert Johnson, P.O. Box 1725, Lake Charles, LA 70602.

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**SITUATIONS WANTED MANAGEMENT**

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**General Manager** Eminently qualified with strong sales, program and adm. background. Proven record with over fifteen years top Major AM operation. Prefer ownership participation. All inquiries confidential. Box R-14.

**Manager-Engineer** seeking another position as same. Good deal for you! Box R-51.

**S. Florida Broadcasters!** Ambitious, young aggressive account executive wants more than he can get currently. If you're small to medium size market and will consider percentage of station for someone who can make you money, reply confidentially to Box R-114.

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**If Your Small Market Station** needs an experienced, proven G.M. Write Box R-111.

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**Currently Employed** GM with nine years management experience, seven present company, looking for room to grow in SE. Record exceptional—all areas of management and sales. Willing to invest dollars and experience in right organization. Resume available, send description of situation to Box A-45.

**Desire GM small** or medium market. Thirty year background. Heavy sales and administration. College. Clean cut. Box A-52.

**Up Through The ranks** (Jock, News Director, Sales, Operations). Manager of medium market FM Rocker seeks managerial position offering challenge and stability. Fifteen years in company administration. Background in Country, Rock and Black Radio. Box A-27.

**General Sales Manager** of AM and FM in major Midwestern market looking for similar position. Box A-14.

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**SITUATIONS WANTED SALES**

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**Radio Works When** properly sold. Make offer. Write Box A-13.

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**SITUATIONS WANTED ANNOUNCERS**

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**Top 50 Mkt** Communicator with program and music experience. Top-40, MOR, or AOR. Prefer Northeast or West Coast. Box R-102.

**Intelligent/Determined/Talented Personality/3rd** Phone/Smooth voice/good production/great news. Will relocate. Box A-43.

**Currently at 1000 watt,** MOR in Midwest—2 1/2 years experience, looking for larger MOR or Top 40. Air check, resume available. Good production. Anywhere! Box A-24.

**Workhorse PM drive** personality/Music Director desires relocation to Northeast. Good attitude; entertainer. Box A-11.

**Gal Newscaster** 5 years experience, soft British accent (no 3rd phone) also MOR, Jazz, Classical—DJ. Box A-16.

**Lady DJ/AOR/1st ticket/Production, News, Automation** exp./Booking, management, promotional background/single/excellent references/will relocate. Box A-35.

**Announcer with two years** experience, seeking job with any good station. Box A-48.

**Morning/Afternoon—Contemp.** Top 40 Rock exp. 4 yrs.—DJ, PBP Music Director, Sports Director, worked med. mkt within lg. metro mkt. Avail. now—Joe DeFranco 312—891-1258.

**Young college grad** with strong voice, AOR and MOR experience, good attitude, DJ, sports, productions, news, excellent reference. Gary Axelbank, 122 High Street, Seaford, DE 19973. 302—629-4976.

**Experienced Announcer** tired of small markets & small paychecks, wants full-time air shift at medium/large market Adult MOR/Beautiful Music station. Third endorsed, smooth voice, tight board, good news & production, knows automation. Prefer California/Northwest area. Call Frank Cordell 714—658-1094. Hemet, CA.

**Young pro, 24,** warm, mature. 5 years experience. Good voice. Loyal and dependable. Top music/programming potential. Looking for solid future in adult/contemporary position with quality organization. Joe Caravello, 12217 Renwick, St. Louis, MO 63128, 1—314—849-2929.

**5 years experience—**production, announcer, news, sports. Endorsed 3rd, married. Ohio, Pennsylvania area. Call Randall Nice 216—334-1279.

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**SITUATIONS WANTED TECHNICAL**

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**Experienced Chief Engineer** seeks position with quality station. Box N-104.

**Experienced Female** 1st phone. Studio operations, sharp, energetic. All markets OK. 305—665-9009. Box R-115.

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**SITUATIONS WANTED NEWS**

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**Newsman with 1 1/2 years** experience seeks New England News position. A.S. Degree in Broadcasting. Available immediately. Will relocate. Richard Chabot, 507 Main Street-Apt. No. 1, Lewiston, ME 04240. 207—784-3810 or 617—862-5907.

**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.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION AND OTHERS**

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**Sales-oriented** programmer seeking GM or PD position with station having sales difficulties. Two years successful Sales Manager. Five years on-air, now major-group 50-kw AM "Station of Year." Maryland/Pennsylvania preferred. 29, Degree. First. Box A-1.

**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.

**Young Program Director** looking to set up camp in a stable small market operation as PD, MD or Assistant PD. My references will tell you I'm good. I want to help you. 18 months here, last 8 as PD. Box A-22.

**Medium market caliber** top 40 jock ready for PD position. Box R-56.

**PD, Prod. Director,** Announcer with medium market experience, would like a creative challenge in the West. Experience predominantly in AOR. Would like to grow with stable company. Call Rich at 904—249-8918.

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**TELEVISION**

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**HELP WANTED MANAGEMENT**

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**Director of instructional Television.** Responsible for management, development and utilization of instructional television services including K-12, college level, business-industry and adult education. Assess needs, design and deliver services, and evaluate results. Maintain school district involvement and cooperation through ITV advisory committee. Requirements: B.A. degree minimum, previous instructional television experience. Well developed verbal and writing skills. Classroom teaching experience desirable. Salary range: \$12,500—17,000. Contact Gordon Lawrence, Station Manager, WGVC-TV, Grand Valley State Colleges, Allendale, MI 49401. Deadline for applications is February 1, 1978. GVSC is an Equal Opportunity/Affirmative Action institution.

**Director—Division of Radio/TV/Film.** North Texas State University seeks Director of Division of Radio/TV/Film to provide leadership and teach courses in broadcasting and/or film. Doctorate plus publications. Contact: Jeannine Wilkins, Chairperson, Search Committee, Division of Radio/TV/Film, North Texas State University, Denton, TX 76203.

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**HELP WANTED SALES**

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**Experienced Account Executive:** Major Southeast market. Affiliated group owned station offers great opportunity and growth potential for Energetic Achiever. Send confidential resume to Box R-100.

**Broadcast Professional** with radio/TV local sales/sales management background to sell proven annual renewable services to broadcast management. We are industry's leading independent producer of proven local sales support and training services utilized by large and small independents and groups, including ABC, CBS and NBC. If you enjoy a consultant sales approach using the finest audio/visual tools and have ability to conduct workshops/seminars, you can expect an excellent income with job satisfaction. Considerable travel first year; relocation unnecessary. First year potential \$36,000 + with continuing/renewable income. Position available on a draw vs. commission basis or, as self-employed rep. Rush confidential detailed resume, with references in first letter, to Dick Stein, Broadcast Marketing Co., 415 Merchant Street, San Francisco, CA 94111.

**Mid-Atlantic Production** House desires New York representative. Please reply to Box R-89.

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**HELP WANTED SALES CONTINUED**

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**Experienced TV Time Salesperson.** NBC, VHF affiliate in top 50 market. Take over established list. Excellent fringe benefits. Minimum two years broadcasting sales experience required. E.O.E.—M/F. Send confidential, detailed resume to Box A-12.

**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.

**Television Station Sales.** Great opportunity for person willing to learn a lot about television and local selling at a fast growing ABC affiliate in Utica, N.Y. We are more interested in ambition and energy than experience. Call Ed Bizzell, General Manager, WUTR-Television. 315-797-5220.

**Rapidly expanding VHF CBS affiliate** in Northeast Michigan needs direct Sales pro, resume required. P.O. Box 35, Alpena, MI 49707.

**Local Sales Manager** for top 30 market in North East. Must be aggressive, responsible and mature. Excellent opportunity for advancement for a good salesperson who is strong in leadership. Call Al Benz, 716-773-7531. Equal opportunity employer.

**Sales person** for Number One Market Independent UHF Television—Wometco group owner—previous experience in local television time sales, knowledge of rating services, bar's ect. College degree preferred. Call WTVG 201-731-9024 or write: Box 296 W. Orange, NJ 07052. An Equal Opportunity Employer.

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**HELP WANTED ANNOUNCERS**

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**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.

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**HELP WANTED TECHNICAL**

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**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.

**Instructional Television Engineer.** Assume responsibility for completing conversion of monochrome system to color, including design and modifications, etc. Well-versed in maintenance of quad, helical and small format VTR's and familiar with Norelco color camera system. EE Associate Degree or equivalent. Three years related experience necessary. First class FCC license preferred. Norelco schooling opportunity, 22 days vacation, excellent benefits, competitive salary. Send resume to Personnel Department, St. Louis Community College, 5801 Wilson, St. Louis, MO 63110. An Affirmative Action/Equal Opportunity Employer.

**Growing Deep South** UHF seeks qualified studio maintenance engineer, minimum experience five years. Must have knowledge of RCA VTRS, TR-60, TR-70, TS 40 and RCA Cameras (TK-44). Also Sony 3/4 inch machines helpful. EEO Employer. Please send resume to Box P-117.

**Immediate opening,** experienced television broadcast technician. Located in South Texas. Send resume and salary requirements to: Box R-120.

**Technician strong** in maintenance, experienced in quad and ENG helical VTR, 1st phone required. Send resume and salary expected to Chief Engineer, WFTV, P.O. Box 999, Orlando, FL 32802. An Equal Opportunity Employer.

**Video Engineer Operator**—Experienced in maintenance & repair of quadruplex, helical, film chain and other related video equipment. Call or write to Byron Motion Pictures, Inc., 65 K St., N.E., Washington, DC 20002-202-783-2700.

**Videotape Film Chain operator**—Experienced in set-up and operation of quadruplex, helical, and film chain equipment.

**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, WGVG, Grand Valley State Colleges, Allendale, MI 49401. GVSC is an Equal Opportunity/Affirmative Action institution.

**Video Engineer.** Challenging opportunity for qualified technician. Assume responsibility for installation/daily operation and maintenance of a "state of the arts" video editing facility being built in NYC. Applicants should be well versed in quad, helical and small format. Knowledge of CMX and cameras also desired. EE Associate or equivalent. Box A-46.

**Immediate opening** for entry level staff engineer for public TV station WNMU-TV, Marquette, Michigan. Maintenance experience on VTR, studio cameras and film chains. Required: AAS degree in Electronics. Interested candidates should send their resume to: Employment Supervisor, Personnel Department, Northern Michigan University, Marquette, MI 49855 Telephone: 906-227-2330. Excellent fringe benefits. An equal opportunity/affirmative action employer.

**Chief Engineer:** Must have transmitter and microwave background. Excellent location and close to recreation areas. Group ownership with chance of advancement. Send resume to Richard D. Moore, General Manager, KMVT-TV, Eastland & Elizabeth, Twin Falls, ID 83301.

**Video Production Engineer.** Offers travel, interesting work with Midwest based teleproductions company. Requires First Phone, experience in operation and maintenance of cameras and VTR's. Good salary and benefits. Send resume to: Bob Binderup, Black Hawk Companies, KWWL Building, Waterloo, IA 50703. EEO Employer. M/F.

**Top South Florida** UHF TV station seeks qualified chief engineer. Must have leadership ability, first class license, and a minimum of five year's experience in transmitter maintenance. Salary and benefits commensurate with qualifications and experience. Position available immediately. Send resume to: General Manager, WFTV, 2525 S. W. Third Ave., Miami, FL 33129.

**Big Challenge—Big Opportunity** on the Last Frontier. TV-AM combination in rural Alaska needs a take-charge Chief Engineer to solve problems, set up maintenance procedures, etc. Excellent for outdoor-minded person. Hunting, fishing, boating, snow machining, etc. Salary-\$26k plus rent subsidy. Those with First Phone and experience in all facets of TV and AM operation apply with resume to Paul Davis, Alaska Public Broadcasting Commission, 308 G Street, Anchorage, AK 99501. 907-272-9418. Closing date is January 10, 1978. APBC is an Equal Opportunity Employer."

**Studio Equipment Maintenance** engineer for KIRO-TV/Seattle. Requires First Phone License, basic electronics background, two years experience in maintenance of technical equipment, basic knowledge of digital techniques. College degree preferred, but not required. Call Personnel for employment application 206-624-7077. An Equal Opportunity Employer.

**Maintenance Supervisor.** Supervise maintenance of two UHF transmitters, remote control and telecine equipment. Transmitter experience essential. First Class FCC Radiotelephone license required. Send resume before 1/15/78 to: WPTD/WPTO, 3440 Office Park Drive, Dayton, OH 45439. EOE.

**Immediate opening** Engineering Technician, Suburban Philadelphia College CCTV system with sophisticated color production facility. Minimum qualifications: Associate degree or electronic school certificate, or equivalent; 3 to 5 years work experience in electronic field. Prefer FCC 1st or 2nd; knowledge of color video; maintenance and repair experience on helical VTRs, color cameras. RF distribution, related equipment. Beginning salary range: \$8,054 to \$10,413; excellent benefits. Send resumes, references to Dr. John Edmonds, Personnel Administrator, Bucks County Community College, Newtown, PA 18940. No telephone inquiries. An E.O.E.

**Upstate New York** medium market UHF has immediate opening for first phone switcher. Excellent entry level opportunity with expanding group. Call Larry Taylor, 607-739-3636.

**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.

**Instructional Television Engineer.** Assume responsibility for completing conversion of monochrome system to color, including design and modifications, etc. Well-versed in maintenance of quad, helical and small format VTR's and familiar with Norelco color camera system. EE Associate Degree or equivalent. Three years related experience necessary. First class FCC license preferred. Norelco schooling opportunity, 22 days vacation, excellent benefits, competitive salary. Send resume to Personnel Department, St. Louis Community College, 5801 Wilson, St. Louis, MO 63110. An Equal Opportunity/Affirmative Action Employer.

**Studio maintenance supervisor.** Excellent opportunity for management level position. Oversee maintenance on all studio equipment, particularly RCA VTRs. Supervise and train staff to ensure broadcast engineering standards. Send resume to WPTA-TV, 3401 Butler Rd., Ft. Wayne, IN 46808. Equal Opportunity Employer.

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**HELP WANTED NEWS**

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**Looking for top notch** reporters, anchors, writers, editors, photographers, and producers. Major Southern California market. Send resume to Broadcasting Box R-4.

**Co-Anchor with good** news judgement and producing ability. Send tape and resume to Howard Meagle, Operations Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. An Equal Opportunity Employer.

**News Director** for growing news department in Augusta, Georgia. Send tape and resume to Howard Meagle, Operations Manager, WRDW-TV, Drawer 1212, Augusta, GA 30903. An Equal Opportunity Employer.

**Reporter/Photographer** for growing news department in Augusta, Georgia. Send tape and resume to Howard Meagle, WRDW-TV, Drawer 1212, Augusta, GA 30903. An Equal Opportunity Employer.

**Weekend TV Anchor,** Progressive Midwestern AM-FM-TV Operation looking for weekend editor/anchor with general assignment reporting on weekdays. Prior TV experience a must. Equal Opportunity Employer. Send resume to Broadcasting, Box R-95.

**Executive Producer**—top N.E. Market. Five years TV experience as Reporter, Producer, Assignment Editor. Equal Opportunity Employer. Detailed Resume to Box R-107.

**Upper Midwest Station** needs anchorperson, producer, reporter with experience in small or medium market. ENG experience helpful. E.O.E. Send resume and salary requirements to Box R-109.

**Co-anchor Reporter**—Top 25 Eastern Market. Two years on-air Anchor and Reporter experience. Equal Opportunity Employer. Detailed Resume to Box R-110.

**16MM Film Lab Processor**—Minimum one year experience mixing chemicals and running film. Familiarity with Jamieson Processor preferred. Equal Opportunity Employer. Detailed Resume to Box R-113.

**Environmental Anchor Reporter** Major N.E. Market. Two years on-air experience. Equal Opportunity Employer. Detailed resume to Box R-199.

**Sports Director** for major market, top ten, East Mature, seasoned TV Sports pro... strong on camera and in the field. We are looking for a person with a unique appeal... aggressive and self-starter. Send resume and tape to WTTG, 5151 Wisconsin Avenue, NW Washington, DC 20016. EOE, M/F.

**Reporter for small** Market Florida station on the Gulf Coast. General news coverage and on-air assignments. ENG and Film equipped department. Equal Opportunity Employer. Send Resume to Box A-50.

**Progressive station** in Southwest looking for a weatherperson that can communicate. If you know weather and know how to relate to people, we want to talk to you. E.O.E. Send resume to Box A-51.



## HELP WANTED NEWS CONTINUED

**Experienced, strong anchor** for medium Midwest market to deliver our news in professional, warm, mature manner. Great opportunity for top individual. Send letter, resume, writing samples and salary expectations to Box A-30.

**Weekend Weatherperson/Reporter.** Top 10 station needs knowledgeable, personable, experienced individual who can anchor weather on weekends and report environmental/scientific stories during the week. An Equal Opportunity Employer. Box A-32.

**Medium market VHF** seeks solid, experienced, top-notch executive producer. We seek a person who knows news and how to present it in a responsible, interesting way. A person who can guide reporters, photographers. We have a total commitment to a strong news department, and we need a talented producer to pull it all together. Resume, writing samples to Box A-28.

**Strong production oriented** newperson with anchor potential and desire. Send tape, resume, writing samples first letter. Peter Fenney, News Director, WSTV-TV 320 Market St., Steubenville, OH 43952. Equal Opportunity Employer.

**Sports Director.** Midwest medium market station. Emphasis on local and regional coverage. Opening immediate. Send resume, salary expectations. EOE. Box A-10.

**News Photographer wanted.** Opening in the News Department for a Staff Photographer. The duties consist of filming, editing of 16mm film... operation and editing of ENG, and processing of 16mm color film. Min. 2 years experience. Write WTVN-TV, Box 718, Columbus, OH, c/o Andrew Shinnick. A Equal Opportunity Employer.

**Sports Director**—Aggressive, creative & knowledgeable for sports oriented major university market. Compile, edit, and deliver for 6 & 11 PM Newscasts. Tape and resume to Van Hackett, News Director, WBIR-TV, Knoxville, TN 37917. Equal Opportunity Employer.

**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 week-nights. An Equal Opportunity Employer. For more details, contact Jim Drennan, News Director, KXTV, Sacramento, CA. 916-441-2345.

**Southeastern medium market VHF** needs reporter/anchor. Equal Opportunity Employer. Send resume, tape and S needed to P.O. Box 2429, Savannah, GA 31402.

**Anchor person** for 11 p.m. news. Must have had solid experience in anchoring commercial television newscasts and have a college degree in journalism or its equivalent. Should possess good writing ability, and the ability to edit film and videotape is desirable. Must present strong appearance. This is not an entry-level position, and beginners need not apply. Applicants must submit 3/4 cassette videotape and a written resume to Hugh L. Smith, News Director, WTVT Television, P.O. Box 22013, Tampa, FL 33622. No phone calls. E.O.E.

**Anchorperson** and Weatherperson for expanding operation. Send tapes and resume to Clyde Payne, WBKO-TV, Bowling Green, KY 42101. E.O.E.

**Public interest newsletter** seeking part-time correspondents to develop articles about community-run food projects. Send resumes to Jack Gonzales, CFNP Report, 1146 19th Street, N.W., Washington DC 20036.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Pacific Northwest** group owner looking for experienced Production Manager. Must have minimum 3 years hands on experience in commercial and program production. Must be able to handle people and work under heavy pressure. No phone calls. Send resume and demo tape to John Doyle, KVAL TV, PO Box 1313, Eugene, OR 97401. Equal opportunity employer.

**Creative Director:** California advertising agency. TV orientation. Voice, copy, three years experience required. Resume and salary requirements to Box R-18.

**Instructional Television Producer** Particularly interested in applications from minorities and women. Salary \$17,968—\$23,602 (Six Steps) to serve as the producer of television series for pupils in Grades K-12, young adults, and teacher inservice. Teaching experience; training and experience in full color production mandatory. Television production credits as producer of instructional television programs for open circuit telecast, film editing and filming techniques required. A Masters Degree in television production or related areas is preferred. Full color PTV station. Apply resume only by January 6, 1978 to Dr. Edward S. Beach, Jr., Maryland State Department of Education, Division of Instructional Television, 110 Painters Mill Road, Suite 20, Owings Mills, MD 21117. The Maryland State Department of Education is an Equal Opportunity/Affirmative Action Employer without regard to sex, race or age. Minorities, women and handicapped individuals are encouraged to apply.

**Writer/Director**wanted for leading Midwest Indie—must have strong background in writing with directing experience. E.O.E. Send resume and writing samples to: Broadcasting Box A-15.

**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.

**Executive Producer.** Major market NBC affiliate needs creative person with good communication skills and experience in all phases of live, film, and videotape television production. Duties include supervision of all non-news programming. Extensive history in film documentaries and live television is desired. Send resume to Chuck Snyder, Program Manager, KRON-TV, 1001 Van Ness, San Francisco, CA 94119. No phone calls, please. KRON-TV is an Equal Opportunity/Affirmative Action Employer.

**Producer/Director**—Needed at Northeastern public television station to inaugurate local production. Looking for an imaginative and creative individual to join a small market station offering good opportunities for experience. Must hold a Bachelors in Radio/TV, Masters preferred. Production experience and basic knowledge of lighting desirable. Must be able to write creatively. Sample tapes considered only if credited and submitted in 3/4" format. Resumes accepted until January 11, 1978. Send resume, salary requirements and history to Program Manager, WCFE-TV/57 P.O. Box 617, Plattsburgh, NY 12901. No phone calls please. An Equal Opportunity Employer.

**Producer-Director.** Responsible for producing, directing, writing, editing, and recording voice and sound for film stories for West Virginia University. Bachelor's Degree. Related work experience. Ability to edit film and produce taped radio shows. Send resume and salary requirements to: Jack Podieszka, Personnel Officer, West Virginia University, Morgantown, WV 26506. An Equal Opportunity/Affirmative Action Employer M/F.

**Producer/Director & Part-time instructor** responsible for the producing and directing of on-campus ITV programs, PSA's and programs for distribution on commercial and public TV stations. Must be able to produce, direct, shoot and edit 16mm silent and single system sound film projects. Responsible for teaching one course a semester in either TV or film production. M.A./M.S. preferred, will consider B.A./B.S. Two years experience in film or TV studio production required. Prior teaching experience desirable. For complete job description and application send resume to Marshall E. Allen, Head, Educational Television Services, 317 Communications Bldg., Oklahoma State University, Stillwater, OK 74074. Deadline, February 1, 1978. An Affirmative Action/Equal Opportunity Employer.

**Media Production Asst.** (Engineering). Golden West College, Huntington Beach, CA. Salary range \$1057—1287 plus attractive fringe benefits. Assistance in producing and duplicating videotape material. Written applications or telegrams will be accepted for deadline requirement of 5:00 PM. Pacific time Friday, January 13, 1978. Written inquiries should be addressed to: Coast Community College District, 1370 Adams Ave., Costa Mesa, CA 92626. An equal opportunity employer. For further information, telephone 714—556-5947.

**Production Director/Announcer** Florida ABC Affiliate seeking take charge person. Experienced in all phases of production. Resume & cassette to Herb Gold, WJKS-TV, Jacksonville, FL 32216. E.O.E.

**Home for creative talent,** who wants to be the major shaper of a great radio station's on-air product. Intelligent writer—creative, hip producer—preferably with experience in station promotion and community involvement. An efficient machine who is not frightened by human beings nor by automation. You will be a valuable part of the top-rated radio in top-60 market (Carolinas). Start \$14,000-\$15,000. Closing Date: 1-30-78. Send resume, tape and writing samples to: Personnel, WRAL, Box 12000, Raleigh, NC 27605. An Equal Opportunity Employer, M/F.

**TV-Radio writer-producer** needed to cover university Extension Division. Major land-grant university with enrollment of 20,000 seeks experienced person to gather, write, produce TV and radio newscasts, television "magazine" show inserts, public service spots, documentaries, and panel discussion programs. Must have two years of college and five years experience, or a bachelor's degree and three years experience, or masters degree and one year experience. Familiarity with Extension Division mission and programs is helpful. Writing and on-camera experience in TV news on public affairs desired. Salary starts at \$12,000. To request application and/or submit resumes, contact Ann Weisand, Personnel Office, Burruss Hall, Virginia Tech, Blacksburg, VA 24061. Virginia Tech is an Equal Opportunity and Affirmative Action Employer.

**Major land-grant university** seeks experienced film maker to head production unit of Information Services. Position requires thorough knowledge of production equipment and techniques of single and double systems. Animation, multi-media presentations, and E.N.G. experience helpful. Commercial experience in documentary, news or public affairs preferred. Previous supervisory experience desired. Salary range starts at \$13,128. Position requires a degree in cinema studies or related field plus 4 years actual experience. One year experience may be substituted for 2 years education. Position open on Jan. 20, 1978. Reply to: Tom Barnett, Personnel Office, Burruss Hall, Virginia Tech, Blacksburg, VA 24061. Virginia Tech is an Equal Opportunity and Affirmative Action Employer.

**Associate Director** for Broadcasting/Academic Advisor for Midwest University 60% assistant to Director of Broadcasting in administering operations of Broadcasting Service (Radio-TV), 40% academic advisor to students in Radio-TV department. Masters Degree in Communication or related field with some experience in teaching and advisement. At least three years experience in Broadcasting. Deadline application February 1, 1978. Date of appointment, March 1, 1978. Send resume to Charles T. Lynch, Radio-TV Department, Southern Illinois University, Carbondale, IL 62901.

**The University of Texas** at Austin has opening for assistant professor to teach radio and television newsgathering, writing, and production courses at undergraduate level and to participate in graduate program. Qualifications required: PhD, significant professional experience, scholarly research or professional publication potential, ability to work with news media in the region and nation. Salary: minimum \$13,500 for academic year; summer teaching possible. Equal Opportunity/Affirmative Action Employer. Send letter of application and resume by January 20, 1978, to Dr. Al Anderson, Broadcast News Search, Department of Journalism, The University of Texas at Austin, Austin, TX 78712.

**Artist:** Need top notch graphic artist experienced with all forms of TV art as well as print media, including newspaper and outdoor. Must be able to do camera ready art for promotional and sales brochures. Our station takes pride in having one of the best, most well-respected art departments in the Southeast. Quality is our trademark. This opening as Art Director at our station offers many benefits and a secure future beyond most expectations, including a highly motivated and competitive staff. We offer a good salary based on experience and ability. Plenty of room to grow and expand horizons and earnings. If interested in more details, contact Hank Price, WAAY-TV, 1000 Monte Sano Boulevard, Huntsville, AL 35801, or call collect to 205—539-1783.

### SITUATIONS WANTED MANAGEMENT

**General Manager** with outstanding credentials! Television 20 years; Radio 12 years; Management 17 years. Thoroughly experienced all aspects: acquisitions, ownership, administration, sales, programming, film-buying, news, promotion, community involvement, etc. Quality leader in broadcasting industry. Very competitive. Produced sales and profits records, plus prestige. Achieved revitalization and rapid turnarounds. Can build group. Can produce outstanding ratings, sales, profits and prestige! Box A-29.

**General Sales Manager**—Seeking major market, experienced, age 35, resume, and references. Box A-19.

### SITUATIONS WANTED TECHNICAL

**Experienced television** operations engineer. First phone, Masters Degree, currently employed NYS ABC affiliate. Seeking operations position with state of the art facility dedicated to diverse and abundant local production. Box A-53.

### SITUATIONS WANTED NEWS

**Now anchoring** and producing six and eleven news nightly. Personable heavyweight with network producing and reporting background and ND potential seeks larger challenge and market. Salary secondary to opportunity and market size and location. Confidential. Box P-66.

**TV/Radio Sportscaster** now available for position in Southwest or Southeast or West Coast. 4 years experience and college background from top "J" school. 512-428-2941.

**Seasoned, Versatile** Television Newsmen looking for Home after career setback. Prefer small market News Director. Wayne Sorge 214-657-2627.

**Reporter with major** market producing experience, master's degree, seeks reporter position in a medium to large market. Box A-17.

**News Director-anchorman.** Experienced major market anchorman/executive producer ready to lead medium market operation. Know news, motivation, administration and leadership. Box A-25.

**Ability is here.** 70's market reporter seeks opportunity. ENG, anchor, print, wire service experience. Seek major market political beat or medium-small ND. VTR, resume immediately. Box P-120.

**TV Journalist** with four years experience as anchor-writer-producer in medium market seeks similar position, prefer Northeast. Ready to move up, will consider all offers. Top references, solid work. Tape and resume ready. Call Jim Moritz, 309-764-9694 days; 309-755-2799 evenings.

**Attorney, 31, experienced** in television, seeks position as anchor, commentator, interview show host, or combination of these. Stephen Young, 722 West Lewis, Pocatello, ID 83201.

**News/Sports Director** has spent last 2 years in Radio. Want to get back into Television where stories have depth. Self-starter, good credentials. Jeff Demas, 6740, Livingston, Apt. E, Reynoldsburg, OH 43068.

### SITUATIONS WANTED PROGRAMING, PRODUCTION AND OTHERS

**Married Male,** Mid-20s seeks move to medium/large market to escape stagnation in small station—looking for creative TV Production job. BA, 5 years professional experience in all phases of production, programming, traffic, some computer. Prefer Mid-Atlantic/Northeast. Box A-36.

**Photographer/Experience** includes studio VTR, 16mm film, and still photography. B.S. Comm. Arts and Photo. workshops. Prefer Midwest, for resume and portfolio contact: Greg 414-251-1798.

**Savvy TV Producer.** Major market experience as producer of advertising and promotion, producer and director of top rated morning show and as associate producer of nationally syndicated talk and variety program; Fresh ideas, solid managerial abilities and sound journalistic judgement. Top references, degree in broadcasting and journalism; Seeks challenging opportunity. Salary negotiable. Reply Box K-52.

**T.V. and Radio Copywriter.** Have written copy for Hollywood T.V. studios. 203-523-9318.

**Welcome to 1978.** Resolve to end chronic production headaches hung over from '77 forever... hire me! With 7 years experience (Producer-Director/Production Specialist) available, relief is just a phone call away. Graham Brinton, 215-664-3346.

### CABLE

#### HELP WANTED SALES

**Salesperson** Expanding Mini-MSO needs good people for Kansas City Cable & MDS system who are: 1. Experienced Cable TV or MDS sales people; 2. Persons who have a burning desire to learn Cable, Pay TV, or MDS sales. Send resume to Robert Haight, Kansas City Cable, Inc., 1701 State Ave., Kansas City, KS 66102.

**Sales Manager:** Expanding Mini-MSO has challenging growth type position open in Cable and MDS for the person who is: 1. Experienced Cable TV sales manager; 2. Experienced Cable TV salesperson ready for more responsibility. Send resume to Robert Haight, Kansas City Cable, Inc., 1701 State Ave., Kansas City, KS 66102.

#### HELP WANTED TECHNICAL

**Technician:** Experienced in Broadband Amplifiers, Local Origination Equipment, and Microwave Transmitters needed for expanding urban cable system. Send resume to Robert Haight, Kansas City Cable, Inc., 1701 State Ave., Kansas City, KS 66102.

#### 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.

**Ampex 1200, Prefer OH** with Editex. D. Zulli 213-466-5441.

**Wanted: UHF TV Transmitters** Instant cash paid for all models. Call Bill Kitchen: 904-837-2798.

**Starting to Automate.** Need control unit tape decks carousel, Kennedy, KDOL, Mojave, 805-948-8090.

**Wanted: One 5CX1500A.** Harton, Box 4426, Mountain View, CA 94040. 415-964-9770 after 6:00 PM PST.

**Will pay cash** for any of your excess transmitting tubes, camera vidicons, I.O. and lead-oxide tubes, microwave & power tubes. We can also use a camera rig to test 25 mm & 30 mm tubes; TVM 1 watt or equal microwave equip. with dishes, etc.; any broadcast & CATV equip. or parts. Immediate responses. Reply to S&M Associates, 1231 Waterview Street, Far Rockaway, NY 11691.

#### FOR SALE EQUIPMENT

**5' Air Helix**—Andrews HJ9-50. Can be cut and terminated to requirement. Below Mfgs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL. 312-266-2600.

**IVC 960 Editor** w/D.O.C. and Time Base Corrector, excellent \$5500. Mike Lincoln 415-956-5101.

**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.

**2 Tektronix** Wave form Monitors, new knobs, E Face Plates, match current Tek units \$500, for both. Mike Lincoln 415-956-5101.

**Transmitter Plant** (Channel 12). RCA TT50AHLA Transmitter, RCA TF-12AH Antenna. Ideco 750 foot guyed tower. Heavy-duty 7 foot face. Much auxiliary equipment, including RF load, monitors, spare parts, etc. This plant was performing to "proof" specifications when de-activated 9/1/77. Contact Dick Payne, 205-281-2900.

**AM Transmitters:** Gates BC-1-H3-1KW, RCA BTA-1M-MKW, RCA BTA-1R1-1KW, Collins 20V3-1KW, Collins 20-V2-1KW, Gates Vanguard 2-1KW, RCA BTF-5F-5KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63702. 314-334-6097.

**Two IVC-960 CD 1"** Helical VTR's. Fair condition. 9500 each or best offer. Phone 703-960-9283 evenings.

**Transmission line** and hangers, unused, in original cartons: 80 sections (20 foot lengths) of RCA MI-27792-D1A Universal 75 ohm 6-1/8 inch line. 170 RCA MI-27970-37 expansion hangers for single 6-1/8 inch line. 40 RCA MI-19113-14 expansion hangers for dual 3-1/8 inch lines. 40 RCA MI-19313-33 expansion hangers for single 3-1/8 inch line. Box A-31.

**1-RCA TT25BL Transmitter** with spare visual final, complete with side band filter and harmonic filters. Now on air, Available April-1978. Mr. Harry Lawson, C.E., WBRC-TV, 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,** Gates, AM transmitter, 500, 1000 watt. 1969 Model Vanguard II solid state with spare final and all manuals. S3200 firm. 417-967-3353 Jay Smith.

**FM Transmitters:** Collins 830F-1A-10KW, Gates FM-10G-10KW, Gates FM-5B-5KW, Bauer 610-10KW, Gates FM-5G-5KW, RCA BTF-5B-5KW, RCA BTF-5E1-5KW, Collins 830E-1B-5KW, Collins FM-5000B-5KW, Gates FM-1G-1KW, RCA BTF-1E1-1KW, Collins 830D-1A-1KW, Gates FM-1B-1KW, Gates FM-1C-1KW, 1TA FM-250B-250W, Gates BFE-10-10KW. Communication Systems, Inc., Drawer C, Cape Girardeau, MO 63701. 314-334-6097.

**Telemation TCE 2000** Color Encoder. Brand New \$1100. Dave Castellano. 209-951-3137.

**Ampex TBC 793** Time Base Corrector. Brand New. \$2400. Dave Castellano. 209-951-3137

**Raytheon RA-1000** 1KW AM Transmitter. Disassembled. New Mod. and Plate Transformers. Available for parts or as unit. Make offer. W-A-R-E, 90 South St., Ware, MA 01082.

**Gates Am Transmitter** Model BC250T. 1,000 watts/250 watts cutback. 14 years old. Exceptional condition. Will dicker. Call Richard Jackson 305-562-5454, between 10:00 and 11:45 am., EST, M-F.

**Gates Transmitter.** Model BC-1G AM 1KW tuned to 660 KHz. Excellent condition. \$5,000. Don Gowens, WESC, Greenville, SC 803-242-4660.

### 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 apv'd. 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 F.C.C. license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets. benefits.

**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.

**San Francisco.** FCC License, 6 weeks 1/16/78. Results guaranteed, Veterans approved. SCHOOL OF COMMUNICATION ELECTRONICS, 150 Powell St., 94102. 415-392-0194.

## COMEDY

**Deejays:** New, sure-fire comedy! 11,000 classified one liners. \$10. Catalog free! Edmund Orrin, 41171-B Grove Place, Madera, Calif. 93637.

**"Free" D.J. Catalog!** Comedy, Wild Tracks, Production, FCC Tests, more! Command, Box 26348-B. San Francisco 94126.

**Free sample** of radio's most popular humor service! O'LINERS, 366-C West Bullard, Fresno, California 93704.

**Hundreds of Deejays** renewed again! Guaranteed funnier! Freebie, Contemporary Comedy, 5804-B Twining, Dallas, TX 75227.

**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.

**Editorial Capsule** Opinion research weekly. Trial subscription—\$3.78 Broadcast Service Assoc., 663 Fifth Ave., New York, 10022.

## RADIO

### Help Wanted News

#### SPORTS HEAVY

Need sports reporter/anchor for radio network operation. Major market only. Requires long hours, hard work and weekends but top dollar paid. Tape and resume in confidence to Box 971, New York, NY 10019.

#### FEATURE REPORTER

Major operation needs reporter to write, research, produce and anchor woman-oriented radio features. Large market experience only. Tape and resume in confidence to Box 892, New York, NY 10019.

### Help Wanted Programing

#### PROGRAMMING COORDINATOR Radio Station WBUR Boston University

Immediate opportunity for an experienced person to direct the activities of a production manager and an executive producer, and to oversee the day-to-day activities of an on-the-air staff. Reporting to the General Manager of WBUR Radio, you will evaluate programs, provide feedback and guidance to producers, initiate and monitor on-air promotion, implement new program ideas, coordinate special programming, prepare monthly programming reports and award submissions, and assist in making grant proposals and monitoring grant projects. Requirements include a BA/BS degree in broadcasting or related field, a 3rd class radio/telephone operator's license, and a minimum of 2 years in radio—preferably in on-air music and public broadcasting. Forward resume to the office of Personnel, Boston University, 881 Commonwealth Avenue, Boston, MA 02215. An Equal Opportunity Employer.

## Help Wanted Announcers

### ANNOUNCER/SALES

The sooner you apply for this announcer/sales position on the commercial "mellow adult rock" FM station owned by the University of Oklahoma, the quicker you'll be part of an expanding & growing career opportunity with enthusiastic radio team. Seeking qualified person to turn around morning air shift, and then creatively sell remainder of day. Guaranteed draw plus sliding commission. Please send audition tape and resume of sales experience with references to: Employment Services Office, University of Oklahoma, 905 Asp. Nuclear Physics Bldg., Norman, Okla. 73019. An EEO/AA employer.

### Metromedia's WASH-FM Washington, D.C.

is looking for a warm sounding, creative newscaster/reporter. Someone with a solid background in radio news writing, production, delivery, and street work will have the edge. Send a tape of a newscast you have written, street work, features, plus a resume to: Ed Tobias, News Director, WASH-FM, 5151 Wisconsin Avenue, N.W., Washington, D.C. 20016. No calls. An E.O.E.

## Situations Wanted Management

### The Right General Manager

for your radio station will be a marketing pro as well as an experienced GM. He'll be an enthusiastic sales leader and a cost conscious administrator. He'll have a total understanding of programming and know all audience research methodologies. He'll be a bottom line GM. You decide if I'm the right man. Resume available Box A-38

### If You're Ready to Admit

that your station's in trouble, then you're ready for our assistance. Dynamic duo will combine our formidable management experience and talents to return your facility to full profitability. Market size and salaries flexible depending on incentive compensation or equity possibilities. Fulltime management or term consultancy. Don't wait. Contact Box A-47.

## 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 Programing

### WNEM-TV,

Meredith Broadcasting Group, one of the nation's outstanding middle-market stations, seeks an aggressive, experienced Program Director. Must be strong in program purchasing and movie scheduling. Production background essential. EOE. Contact Dick DeAngelis, General Manager, WNEM-TV, Saginaw, Michigan.

## Help Wanted News

### ANCHORS Major Market

Inquiries from agents and third parties welcomed. Respond with resume to Broadcasting Box R-91. EOE M/F

### WMBD-TV Peoria, Illinois

Seeking experienced authoritative co-anchor for 6 and 10 pm news. Producing experience an asset. Applicants should be solid journalists. E.O.E. Tapes and resumes to Duane Wallace, News Director, WMBD-TV, 3131 N. University, 61604.

## !! WINNERS WANTED !!

Medium Market network affiliate plans to win ratings war next year. Looking for a good news co-anchor and weathercaster. Co-anchor must combine smooth on-air performance with solid reporting skills. Preference given to weathercaster applicants who are meteorologists and/or have the AMS Seal. Well-equipped weather shop, including radar. If you're a WINNER and interested, please send resume and salary requirements to Box R-112.

An Equal Opportunity Employer

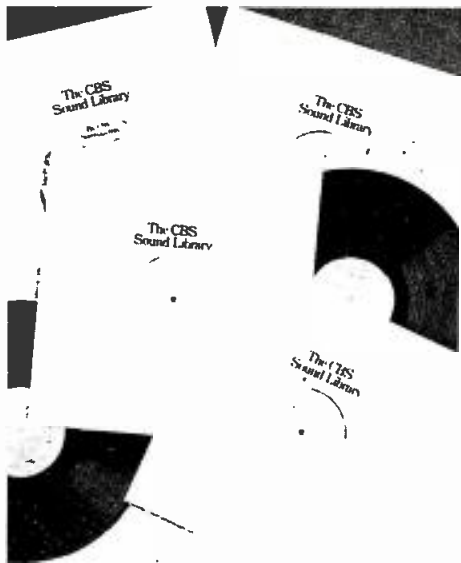
# GOODYEAR

## PUBLIC RELATIONS

Due to a promotion, we have an opening for a Public Relations representative with one of the famous Goodyear blimps. Position requires college degree, preferably in communications or journalism, and 3 years of newspaper, radio or television news writing experience. Extensive six months of travel annually. Relocation at our expense. If you do not meet the preceding qualifications please do not apply. No telephone calls, please. Write:

D.C. Jones  
Dept. 806  
THE GOODYEAR  
TIRE AND RUBBER  
COMPANY  
1144 E. Market St.  
Akron, Ohio 44316

An Equal Opportunity Employer



# 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

### ASSISTANT ENGINEER

for a mid-western state university television station. Experienced in transmitter and studio maintenance. Responsible for transmitter and engineers. Some studio maintenance and sports remotes. Familiar with RCA TTU-10A, TTU-30D, TR-22, Ampex VR-1200, TDC-1, Norelco LDH-1, PCF-701, SONY UV-340, VO-2850. Excellent opportunity for engineer on the way up. Reply to: Box A-20. An Equal Opportunity Employer M/F.

### EMPLOYMENT OPPORTUNITIES (Coast to Coast)

TV, Chief Engineers	\$17-25,000.
Radio, Chief Engineers	\$12-20,000.
Sales, TV Mfg Equip.	\$18-30,000.
Sales, TV Peripheral	\$18-27,000.
Mfg Product Mgrs	\$18-25,000.
Mfg Design Engineers	\$18-27,000.
Mfg Project Engineers	\$17-24,000.
VTR Hardware Design	\$20-35,000.
Xmitter, RF Design	\$20-26,000.
Microwave/Satellite	\$19-28,000.
Various 2 way Radio	\$20-30,000.
TV Maintenance Engs	\$14-24,000.
TV Field Engineers	\$15-22,000.

No fee, confidential, professional. Send your resume with salary requirement now. KEY PERSONNEL NATIONAL HQTRS, South Main Towers, Wilkes-Barre, Pa 18701 (717) 822-2196

### 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.

### In-plant Sales Engineer

If you're an experienced salesperson looking for a challenging in-plant position, the Grass Valley Group has an unusual opportunity for you in an excellent location—the serene, recreationally abundant foothills of California's Sierra Nevada Mountains.

This new marketing position has been created because of company expansion and offers an excellent opportunity for professional advancement. The ideal candidate must have a comprehensive technical understanding of the total broadcast system. Previous experience in broadcast equipment sales and broadcast engineering is essential.

Interested and qualified applicants are invited to send a resume in confidence to Val R. Marchus, The Grass Valley Group, Inc., P.O. Box 1114, Grass Valley, CA 95945. An Equal Opportunity Employer M/F.

A Tektronix Company

## The Grass Valley Group

## BROADCAST ENGINEERS:

### CAN'T SNOW? TAKE

You'd like working in Atlanta's mild climate for the most exciting TV station in the nation . . . seen by satellite/cable around the USA! . . . 200 major league sports remotes with latest gear! WTCG seeks 1st phone, operating and remote specialists for immediate slots in growth situation in fabulous ATLANTA! EOE.

Write: Chief Engineer WTCG  
1018 W. Peachtree St. NW  
ATLANTA, GA. 30309

## 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

## Situations Wanted Management

### TECHNICAL DIRECTOR

38 year old Engineer, AM, FM, TV and CATV, 18 years experience. Several design to on air projects under my belt. Extensive management background. My abilities would best be utilized by Broadcast Group as Technical Director. Reply on company letterhead for resume. Box A-6.

## Situations Wanted News

### SPORTSCASTER

It's foolish to leave a high-salary network sportscasting position . . . but QUALITY of life is more important than QUANTITY of dollars. If you're a major-league sports market in search of an Emmy-winning sports director, we need to talk now. Box R-59.

### TOO LATE FOR CAIRO?

Freelance Journalist Available  
(radio-television-print)  
**USA/MIDDLE EAST/ANYWHERE**  
Contact: Steve Schiffman  
Beit Giora Ma'on, Jerusalem  
Telephone 02-417053

### Radio Programing



**LUM and ABNER**  
5 - 15 MINUTE  
PROGRAMS WEEKLY  
**Program Distributors**  
11 VISTA DRIVE  
LITTLE ROCK, ARK. 72210  
Phone (501) 378-0135

### For Sale Equipment

#### 27 foot MOBILE REMOTE SHELL

sale or lease. Dodge 440 cc engine, air, power assists, generator, burglar alarm system, rotating beacons. 6,000 actual miles. Sacrifice.  
414-782-0694

### For Sale Stations Continued

W	Small	AM	\$70k	\$35k
MW	Small	AM/FM	\$655k	\$175k
W	Medium	FM	\$235k	\$68k
S	Medium	AM	\$450k	Terms
W	Metro	FM	\$950k	\$323k

Atlanta, Boston, Chicago,  
Dallas, Los Angeles



1835 Savoy Dr., N.E., Atlanta, Ga., 30341

### Wanted To Buy Stations

#### PUBLIC COMPANY

interested in acquisitions  
and/or mergers.  
T.V.—Radio.  
Profitability not a factor.  
Reply Box E-69.

**THE SHADOW**  
Radio Mystery Series  
**IS BACK ON THE AIR!**

Now available for local purchase:  
**CHARLES MICHELSON, inc.**  
9350 Wilshire Blvd., Beverly Hills, Ca. 90212 • (213) 278-4546

### For Sale Stations

#### 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-2

#### DAYTIMER

Single station market in Southwest.  
All new equipment.  
\$200,000 terms

Norman Fischer & Co.  
Box 5308.  
Austin, Texas 78763  
(512) 452-6489

### Employment Service

## Job Leads

#### Major Market Jobs Go Begging!

Many of our exclusive radio & TV jobs went unfilled again last week. Please, we need qualified job seekers now for top-paying positions in markets of all sizes: Air Talent, News, TV Production & Direction, Sports PBP, Sales, Technical, Management. . . all categories. If you've not seen our bulletin packed with listings, write for your FREE sample copy today!

JOB LEADS, Suite 1113-EN  
1680 Vine Street, Hollywood, CA 90028

### Free Golf/Car Rental

#### FLORIDA FREE GOLF

Completely furnished deluxe condominium apartments for two \$55 per day until April 21 with greens fee included at nearby top-rated Deer Creek C.C. Rent-A-Car available through Apex-Courtesy Car Rental. WE FEATURE FORDS.

Write or call  
**VILLA LAGO APARTMENTS**  
3910 Crystal Lake Drive  
Pompano Beach, Fla. 33064 (305) 782-3400  
SORRY, NO PETS

W	Small	AM	\$142k	\$36k
Plains	Small	AM	\$160k	\$47k
MW	Small	AM/FM	\$275k	29%
W	Small	CATV	\$590k	Terms
S	Metro	Fulltime	\$535k	\$155k

Atlanta, Boston, Chicago,  
Dallas, Los Angeles



1835 Savoy Dr., N.E., Atlanta, Ga., 30341

- 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. \$160,000.
- Powerful daytimer. Fort Worth-Dallas area. Good buy for 1.2 million.
- Powerful stereo. Near Canada. Solid investment. \$400,000. Assume note.
- Oregon fulltimer. Profitable. \$180,000. Terms.
- Class "C" Stereo. Central Texas. 30,000 pop trade area. Good billing. \$260,000.
- Fulltimer, S.E. Tenn. metro area. Billed \$300,000 in 1978. Sacrifice for \$550,000. Great terms.
- Daytimer. Southern Georgia. \$265,000.
- Powerful fulltimer in New Mexico. \$725,000.

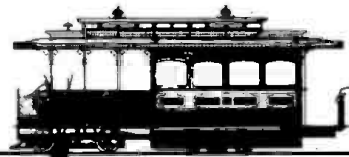
All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

**BUSINESS BROKER ASSOCIATES**  
615-894-7511m 24 HOURS

# CABLE FILMS®

CABLE FILMS is a non-exclusive film distributor, serving both cable systems and TV stations, everywhere. 300,000 paid subscribers the first year. Pay-Cable and L/O. Select from 130 Cable Classics. TV stations and CATV systems can program our cassettes or 16mm prints.

Herbert Miller, V.P.  
913-362-2804



COUNTRY CLUB STATION

BOX 7171

KANSAS CITY, MO. 64113

For Sale Stations Continued



MEN OF ACTION.  
MEN OF EXPERIENCE.  
MEN OF THEIR WORD.

THE KEITH W. HORTON CO., INC.

Post Office Box 948  
Elmira, NY · 14902  
(607) 733-7138



Kenneth R. Chapin  
1100 Maiden Road  
Syracuse, New York  
13211  
(315) 454-4144



William S. Cook  
Box 425  
Newark, Delaware  
19711  
(302) 737-4772



Keith W. Horton  
Elmira Office



Robert L. Kimmel  
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St. Albans, Vermont  
05478  
(802) 524-5963



Richard L. Kozacko  
Elmira Office

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212/288-0737

LARSON/WALKER & COMPANY

Brokers, Consultants & Appraisers

Los Angeles Contact: Washington

William L. Walker  
Suite 417, 1730 Rhode Island Avenue, N.W.  
Washington, D.C. 20036  
202-223-1553

HEARTLAND MEDIA BROKERS

Free at last, free at last! Well not quite, but we have lowest commission rates in the industry. (Below ethical). AM, FM and TV stations. Buy and sell through us. P.O. Box 175, Quincy, IL 62301. (217) 222-2194, pager 106 (24 hrs.) Mr. Meyer will return your call.

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.

BOOKS

- 422 **HOW TO WRITE NEWS FOR BROADCAST & PRINT MEDIA** by David Dary. A complete handbook on journalism for the student or practicing newsmen in both print and broadcast fields. 192 pages. **\$9.95**
- 428 **ORGANIZATION & OPERATION OF BROADCAST STATIONS** by Jay Hoffer. An exhaustive examination of the responsibilities and capabilities required in each job classification. 256 pages. **\$12.95**
- 440 **VIDEO TAPE PRODUCTION AND COMMUNICATION TECHNIQUES** by J.L. Etraín. A complete text on the production of video recording for effective communications. Tells how to put professional techniques to work. 256 pages, illustrated glossary, index. **\$12.95**

- 456 **JOURNALIST'S NOTEBOOK OF LIVE RADIO-TV NEWS**, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 p., 29 ill. **\$12.95**
- 431 **PROMOTIONAL & ADVERTISING COPYWRITER'S HANDBOOK** by Thomas F. Ris. Contains 18 "real-life" assignments in preparing copy for newspapers, magazines, billboards, direct mail, radio and TV. 128 pages. **\$7.95**
- 452 **THE MINI-DOCUMENTARY—Serializing TV News**, by Stanley Field. Now you can learn all there is to know about making a minidocumentary from experts who are engaged daily in the production of this newly emerging and highly effective communications medium. The author presents the keys to successful presentation of serial documentaries, based on interviews with producers, cameramen, editors and sound men—professionals with hands-on contact with the mini-documentary 252 p., 28 ill. **\$12.95**
- 453. **TV LIGHTING HANDBOOK**, by Dr. James A. Carroll & Dr. Ronald E. Sherriffa. Everyone involved in TV production should be familiar with effective lighting principles. This book is designed to train badly needed technicians and aquaint producers, directors, anyone involved in production, with the basics and specifics of TV lighting. In workbook format, with a multitude of photos (some in color) and diagrams, the reader learns to design lighting setups for all types of productions indoors and out. 228 p., including 4-color section. **\$12.95**

BROADCASTING BOOK DIVISION  
1735 DeSales St., NW  
Washington, DC 20036

Please send me book(s) numbers \_\_\_\_\_  
my check in the amount of \_\_\_\_\_ is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

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

# Stock Index

Stock symbol	Exch.	Closing Tues. Dec. 27	Closing Wed. Dec. 14	Net change in week	% change in week	High	1977 Low	P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
<b>Broadcasting</b>											
ABC	ABC	N	41 3/8	40 3/4	+ 5/8	+ 1.53	46 3/4	36 3/4	8	18,152	751,039
CAPITAL CITIES	CCB	N	60 1/2	60 1/4	+ 1/4	+ .41	60 1/2	44 3/4	11	7,481	452,600
CBS	CBS	N	48 7/8	50	- 1 1/8	- 2.25	62	47 1/8	8	28,109	1,373,387
COX	N	35 1/4	32 3/4	+ 2 1/2	+ 7.63	35 1/4	25 1/2	10	6,360	224,190	
GROSS TELECASTING	GGG	A	14 5/8	14 5/8			15 1/2	13 5/8	7	800	11,700
KINGSTIP COMMUN.	KTVV	U	5 3/4	5 3/4			5 3/4	3 7/8	10	462	2,656
LIN	LINB	U	24	25 1/4	- 1 1/4	- 4.95	25 1/4	16 1/2	9	2,745	65,880
MOONEY	MOON	U	2 5/8	2 5/8			2 5/8	1 7/8	33	425	1,115
RAHALL	RAHL	U	19 1/2	19 1/2			19 1/2	15 5/8	21	1,281	24,979
SCRIPPS-HUWARD	SCRIP	U	33 1/2	33 1/2			37	31 1/2	8	2,589	86,731
STARR	SBG	M	6 1/2	6 3/4	- 1/4	- 3.70	7	3 1/2	46	1,487	9,665
STORER	SPK	N	21 1/4	21 3/8	- 1/8	- .58	26 7/8	19 3/8	6	4,876	103,615
TAFT	TFB	N	30 1/2	31	- 1/2	- 1.61	33 7/8	24 5/8	7	4,071	124,165
									TOTAL	78,929	3,231,722

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	6 1/4	5 7/8	+ 3/8	+ 6.38	6 1/4	3 3/4	8	1,229	7,681
JOHN BLAIR	BJ	N	19 3/4	18 5/8	+ 1 1/8	+ 6.04	19 3/4	11 1/8	6	2,432	48,032
CHRIS-CRAFT	CCN	N	7 3/8	7 1/2	- 1/8	- 1.66	9 3/8	4 1/2	14	5,810	42,848
COMBINED COMM.	CCA	N	32 3/8	33 1/4	- 7/8	- 2.63	33 1/4	19	10	6,799	220,117
COWLES	CWL	N	15 7/8	15 3/4	+ 1/8	+ .79	16 3/4	12 1/2	18	3,969	63,007
DUN & BRADSTREET	DNB	N	31	30 1/2	+ 1/2	+ 1.63	31	26 1/4	15	26,356	817,036
FAIRCHILD IND.	FEN	N	16 1/8	16 1/4	- 1/8	- .76	16 1/2	9 1/2	10	5,708	92,041
FUQUA	FQA	N	8 7/8	9	- 1/8	- 1.38	13	8	5	9,396	83,389
GANNETT CO.	GCI	N	37 5/8	37	+ 5/8	+ 1.68	40 3/4	32 3/4	15	22,430	843,928
GENERAL TIRE	GY	N	22 5/8	23 3/8	- 3/4	- 3.20	29 1/4	22 3/8	4	22,247	503,225
GLOBE BROADCASTING**	GLBTA	U	4 1/8	4 1/4	- 1/8	- 2.94	4 3/8	2 1/8		2,772	11,434
GRAY COMMUN.	G	U	12	11 3/4	+ 1/4	+ 2.12	12 3/4	8	5	475	5,700
HARTE-HANKS	HHN	N	36	32 5/8	+ 3 3/8	+ 10.34	36	26	13	4,477	161,172
JEFFERSON-PILDT	JP	N	30	30 3/4	- 3/4	- 2.43	32 3/8	26 5/8	10	23,400	702,000
MARVIN JOSEPHSON	MVNV	U	14 3/4	15	- 1/4	- 1.66	17 1/4	10 1/4	6	1,981	29,219
KANSAS STATE NFT.	KSN	U	7 3/4	8 1/2	- 3/4	- 8.82	8 1/2	4 3/4	7	1,716	13,299
LEE ENTERPRISES	LNT	A	26 5/8	24 7/8	+ 1 3/4	+ 7.03	28 1/8	22 1/4	12	5,010	133,391
LIBERTY	LC	N	24 1/8	22 1/2	+ 1 5/8	+ 7.22	24 3/4	18	7	6,762	163,133
MCGRAW-HILL	MHP	N	19	18 3/4	+ 1/4	+ 1.33	19 5/8	15 5/8	10	24,675	468,825
MEDIA GENERAL	MEG	A	14 1/4	14 3/8	- 1/8	- .86	20	13 5/8	7	7,277	103,697
MEREDITH	MOP	N	28 7/8	28 1/8	+ 3/4	+ 2.66	28 7/8	17 3/8	7	3,074	88,761
METROMEDIA	MET	N	34 5/8	34	+ 5/8	+ 1.83	34 5/8	25 1/4	7	6,707	232,229
MULTIMEDIA	MMED	U	27	27			27	21 1/2	10	4,394	118,638
NEW YORK TIMES CO.	NYKA	A	19	19			19 1/2	15 3/4	6	11,422	217,018
OUTLET CO.	OTU	N	19 3/4	20 7/8	- 1 1/8	- 5.38	24 1/4	16 5/8	8	2,290	45,227
POST CORP.	POST	U	24	23 3/4	+ 1/4	+ 1.05	24	16 1/4	8	867	20,808
REEVES TELECOM	RBT	A	2 1/2	2 1/2			3	1 3/4	42	2,381	5,952
ROLLINS	ROL	N	19 1/8	19 3/4	- 5/8	- 3.16	24 1/4	17 1/8	10	33,000	631,125
RUST CRAFT	RJR	A	24	24			24	8 1/2	15	2,291	54,984
SAN JUAN RACING	SJR	N	10	10 3/4	- 3/4	- 6.97	11 3/4	7 5/8	12	2,509	25,090
SCHERING-PLOUGH	SGP	N	29 1/2	29 3/4	- 1/4	- .84	44 3/4	28 1/4	9	54,084	1,595,478
SONDERLING	SDB	A	10 1/2	10 3/4	- 1/4	- 2.32	12 7/8	8 3/8	5	1,103	11,581
TECH OPERATIONS**	TD	A	3 1/2	3 3/8	+ 1/8	+ 3.70	4 3/4	2 3/8		1,344	4,704
TIMES MIRROR CO.	TMC	N	25 1/4	25 1/4			25 3/8	20 3/4	9	33,911	856,252
WASHINGTON POST CO.	WPO	A	34 5/8	34 1/2	+ 1/8	+ .36	34 5/8	21 3/4	9	8,545	295,870
WOMETCO	WOM	N	14	13 7/8	+ 1/8	+ .90	14 3/4	10 7/8	9	2,404	131,656
									TOTAL	762,242	6,848,547

## Cablecasting

ACTON CORP.	ATN	A	6 5/8	6 3/8	+ 1/4	+ 3.92	7 3/8	3 1/8	8	2,710	17,953
AMECO**	ACO	U	1 1/4	1 1/8			1 1/2	1 1/8		1,200	150
AMERICAN TV & COMM.	AMTV	U	41 3/4	33	+ 8 3/4	+ 26.51	41 3/4	13 3/4	23	3,856	160,988
ATHENA COMM.**	A	U	3 1/8	3 1/8			3 3/8	1 1/8		2,125	796
BURNUP & SIMS	BSIM	U	4 1/8	4 1/8			4 3/4	3 1/8	21	9,370	34,526
CABLE INFO.**	C	J	5/8	5/8			7/8	1/2		663	414
COMCAST	C	U	5 1/2	4 7/8	+ 5/8	+ 12.82	5 1/2	3 3/4	10	1,651	9,080
COMMUN. PROPERTIES	COMU	U	9 1/4	8 5/8	+ 5/8	+ 7.24	9 1/4	3 5/8	23	4,761	44,039
ENTRON**	ENT	U	2 1/4	2 1/4			2 1/4	7/8	2	979	2,202
GENERAL INSTRUMENT	GRI	N	21 7/8	20	+ 1 7/8	+ 9.37	23	17 5/8	9	7,504	164,150
GENEV CORP.**	GENV	U	11 3/4	12 1/2	- 3/4	- 6.00	12 1/2	7 1/2		1,121	13,171
TELE-COMMUNICATIONS	TCUM	U	10 1/2	10 7/8	- 3/8	- 3.44	10 7/8	2 7/8	66	5,281	55,450
TELEPROPTER	TP	N	8 7/8	9 3/8	- 1/2	- 5.33	9 3/8	6 3/4	26	16,793	149,037
TEXSCAN	TEXS	U	1 5/8	1 3/4	- 1/8	- 7.14	2	1 1/4	10	786	1,277
TIME INC.	TL	N	37 5/8	36 3/8	+ 1 1/4	+ 3.43	38 1/4	31 3/4	9	20,349	765,631
TOCOM	TOCM	U	3 3/4	3 3/4			4 5/8	2 1/4	8	894	3,352
UA-COLUMBIA CABLE	UACC	U	26	24	+ 2	+ 8.33	26	15 1/2	18	1,679	43,654
UNITED CABLE TV	UCTV	U	9 1/4	9	+ 1/4	+ 2.77	9 1/4	3 7/8	32	1,880	17,390
VIACOM	VIA	N	19 1/4	19	+ 1/4	+ 1.31	20	9 1/2	14	3,750	72,187
									TOTAL	84,352	1,555,447

Stock symbol	Exch.	Closing		Net change in week	% change in week	High	1977		P/E ratio	Approx. shares out (000)	Total market capitalization (000)	
		Tues. Dec. 27	Wed. Dec. 14				Low	High				
<b>Programming</b>												
COLUMBIA PICTURES	CPS	N	18	20 1/2	- 2 1/2	-	12.19	20 1/2	7 3/8	10	4,748	121,464
DISNEY	DIS	N	40 1/8	39 7/8	+ 1/4	+	.42	47 5/8	32 1/2	17	31,994	1,279,746
FILMWAYS	FWY	A	8 7/8	8 7/8				9 7/8	8 7/8	8	2,275	20,190
FOUR STAR			1 1/8	1 1/8				1 1/4	3/4	11	666	749
GULF + WESTERN	GW	N	11 1/2	11 3/4	- 1/4	-	2.12	18 3/8	10 1/4	4	49,215	554,472
MCA	MCA	N	37 5/8	37	+ 5/8	+	1.68	42 3/4	32	9	18,554	698,094
MGM	MGM	N	26 3/4	25	+ 1 3/4	+	7.00	26 3/4	16	11	14,111	377,469
TELETRONICS INTL.		O	5 1/2	4 1/4	+ 1 1/4	+	29.41	6 1/2	3 1/2	8	1,019	5,599
TRANSAMERICA	TA	N	15 1/4	15	+ 1/4	+	1.66	16 1/2	13 5/8	7	66,928	1,020,652
20TH CENTURY-FOX	TF	N	22 3/8	25 5/8	- 3 1/4	-	12.68	25 7/8	10	4	7,684	171,929
WARNER	WCI	N	32 3/4	32 1/4	+ 1/2	+	1.55	32 3/4	25 3/4	7	14,352	470,028
WRATHER	WCU	A	9 1/4	9 1/4				9 1/4	4 1/2	13	7,743	20,747
TJTAL										214,684	4,741,139	

### Service

BBDO INC.	BRDO	O	25 1/4	27	- 1 3/4	-	6.48	29 3/4	22 1/2	7	2,513	63,453
COMSAT	CQ	N	29 3/4	31	- 1 1/4	-	4.03	36 3/4	28 3/4	8	10,000	497,500
DOYLE DANE BERNBACH	DOYL	O	19 3/4	19 7/8	- 1/8	-	.62	22	16 3/4	6	1,866	76,853
FOOTE CONE & BELDING	FC3	N	18	17	+ 1	+	5.38	18	14 3/4	8	2,304	41,472
GREY ADVERTISING	GREY	O	28	27	+ 1	+	3.70	30	16 1/2	6	921	22,988
INTERPUBLIC GROUP	IPG	N	29 1/2	29 5/8	- 1/8	-	.42	39 1/4	22 1/2	8	2,387	70,416
MCI COMMUNICATIONS	MCIC	O	3 3/8	3 1/4	+ 1/8	+	3.84	3 3/8	7/8	34	20,137	67,962
MOVIELAB	MOV	A	1 1/4	1 3/8	- 1/8	-	9.09	3	1	7	1,410	1,742
MPO VIDEOTRONICS*	MPO	A	5 1/8	5 1/8				9	4	8	520	2,665
A. C. NIELSEN	NTELB	O	21 7/8	21 1/2	+ 3/8	+	1.74	22 1/2	18 7/8	12	10,762	235,418
OGILVY & MATHER	OGIL	O	40 3/4	41 1/2	- 3/4	-	1.80	41 3/4	31	8	1,805	73,553
J. WALTER THOMPSON	JWT	N	24 1/8	23 3/8	+ 3/4	+	3.20	24 1/8	15 1/8	8	7,649	63,907
TOTAL										57,174	977,949	

### Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	4 3/4	4 1/4	+ 1/2	+	11.76	6	2 3/8	7	1,672	7,942
AMPEX	APX	N	10	9 3/8	+ 5/8	+	6.66	11	7 3/8	11	10,924	109,240
ARVIN INDUSTRIES	ARV	N	19 1/4	19	+ 1/4	+	1.31	27 3/4	14 1/2	4	5,959	114,710
CCA ELECTRONICS*	CCA	U	5/d	5/8				5/8	1/d	3	877	560
CETEC	CEC	A	3 3/8	3	+ 3/8	+	12.50	3 3/8	1 3/4	12	1,654	5,592
COHU	COH	A	3 1/8	3	+ 1/8	+	4.16	3 1/2	2 1/8	9	1,779	5,559
CONRAC	CAX	N	23 1/2	23 3/4	- 1/4	-	1.05	27 1/4	19 5/8	8	1,803	42,370
EASTMAN KODAK	EASKO	N	51 3/8	51 1/4	+ 1/8	+	.24	56 3/4	49 7/8	13	101,369	8,290,332
FARINON	FARN	O	9 3/4	9 1/4	+ 1/2	+	5.40	12	8	10	4,628	45,123
GENERAL ELECTRIC	GE	N	49 7/8	48 3/4	+ 1 1/8	+	2.30	56 5/8	45	11	184,581	9,205,977
HARRIS CORP.	HRS	N	45 3/4	45 1/4	+ 1/2	+	1.10	45 3/4	28	13	12,164	556,503
HARVIL 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		2,701	1,088
MICROWAVE ASSOC. INC	MAI	N	27 5/8	27	+ 3/8	+	1.38	27 3/4	20 1/4	11	1,320	36,135
3M	MMM	N	48 1/4	46 3/8	+ 1 7/8	+	4.04	57	46 1/4	14	115,765	5,561,536
MOTOROLA	MOT	N	30 3/8	34 1/4	+ 2 1/8	+	6.20	56 7/8	34 1/4	11	28,544	1,038,288
N. AMERICAN PHILIPS	NPH	N	27 3/8	28 5/8	- 1 1/4	-	4.36	36	27 3/8	6	12,033	329,403
OAK INDUSTRIES	OAK	N	14	17 5/8	+ 1 3/8	+	7.80	19	9 5/8	17	1,697	32,243
RCA	KCA	N	26 1/4	27 7/8	- 1 5/8	-	5.82	31 3/4	25 3/8	8	74,812	1,963,815
ROCKWELL INTL.	ROK	N	29 1/2	29 3/8	+ 1/8	+	.42	36 3/4	28 1/4	7	32,700	964,650
RSC INDUSTRIES	RSC	A	1 7/8	1 7/8				2 3/8	1 5/8	8	7,590	5,043
SCIENTIFIC-ATLANTA	SFA	A	22 3/4	22 3/8	+ 3/8	+	1.67	23 1/2	16 3/4	13	1,646	37,440
SONY CORP.	SNE	N	7 1/4	7	+ 1/4	+	3.57	10 3/8	7	13	172,500	1,250,625
TEKTRONIX	TEK	N	38 1/4	37 7/8	+ 3/8	+	.99	68 1/2	28 1/4	14	17,804	691,003
TELEMATION	TMT	O	1	1				1	1 1/2	1	1,050	1,050
VARIAN ASSOCIATES	VAR	N	19 3/4	20 1/8	- 3/8	-	1.86	21	14 3/4	12	6,838	135,050
WESTINGHOUSE	WX	N	19 1/4	17 7/8	+ 1 3/8	+	7.69	22	16 1/4	7	87,434	1,683,104
ZENITH	ZE	N	14 1/4	14 3/4	- 1/2	-	3.38	28	13 5/8	19	19,918	268,156
TOTAL										965,762	32,375,173	
GRAND TOTAL										1,765,047	51,729,977	

Standard & Poor's Industrial Average 104.0 102.7 +1.3

A-American Stock Exchange  
M-Midwest Stock Exchange  
N-New York Stock Exchange  
O-over the counter (bid price shown)  
P-Pacific Stock Exchange

Over-the-counter bid prices supplied by  
Hornblower & Weeks, Hemphill-Noyes Inc.,  
Washington.  
Yearly high-lows are drawn from trading days  
reported by Broadcasting. Actual figures  
may vary slightly.

\*Stock did not trade on Wednesday. Closing  
price shown is last traded price.  
\*\*No P/E ratio is computed, company  
registered net loss.  
\*\*\*Stock split.

P/E ratios are based on earnings per-share  
figures for the last 12 months as published  
by Standard & Poor's Corp. or as obtained  
through Broadcasting's own research. Earn-  
ings figures are exclusive of extraordinary  
gains or losses.



## What the Army missed in Bates's Bob Jacoby

Robert E. Jacoby, chairman of Ted Bates & Co., New York, oversees an agency that has been sharply critical in the recent past of television's rising costs. But today, he speaks in more moderate tones about the medium.

"Naturally we have been concerned about TV costs," he acknowledges. "We looked into it and learned that the television industry's position that increases were a catch-up device had some substance to it. Compared to some other economic indices, we found TV prices were not too far out of line. We explained this situation to our advertisers, and we felt our clients appreciated this perspective."

Mr. Jacoby, chief executive officer of Bates, is a close observer of the television scene—for a very sound reason. In 1977 Bates invested in network and spot TV about \$200 million out of nearly \$350 million in total domestic billings.

Mr. Jacoby wasn't always such a keen analyst of television—or of advertising, for that matter. In fact, he literally came within an inch of embarking on an Army career.

"I had a principal appointment from New Jersey to West Point in 1946," he says. He had one of the highest scores on the written examination but failed the physical—he was five feet, five inches and the minimum was five feet, six. "I even tried to stretch myself by hanging from door jambs—but I didn't make it."

Instead, he enlisted in the U.S. Army and served in Japan in the tank corps. ("My size was an advantage in a tank," he notes).

Two years as an enlisted man dimmed his enthusiasm for the Army, and he enrolled at Princeton in 1948. He completed his course in three years and was graduated Phi Beta Kappa in 1951 with honors in economics.

"I had to work very hard at college to do well," Mr. Jacoby insists, however. And hard work apparently still is one of Mr. Jacoby's strong points. He didn't reach the top because he fit the Madison Avenue stereotype of the suave executive replete with Princeton polish. He is a direct, down-to-earth person who likes to smoke cigars while expressing himself in plain, unadorned language.

His devotion to the work ethic prompted him to quit his first job after leaving Princeton. He joined the Shell Oil Co. in 1951 as an economic analyst but left after two years. "The company gave me six months to complete a project dealing with the location of storage facilities for jet fuel," he says. "I finished the job in



Robert Eakin Jacoby Jr.—chairman and chief executive, Ted Bates & Co., New York; b. March 26, 1928, Bogota, N.J.; staff sergeant, U.S. Army, 1946-48; BA, economics, Princeton University, 1951; economics analyst, Shell Oil Co., 1951-53; research assistant, associate research director, account executive and VP and account supervisor, Compton Advertising, New York, 1953-62; VP and account supervisor, Ted Bates & Co., New York, 1962-63; senior VP and account supervisor, Doherty, Clifford, Steers & Shenfield, New York (now Needham, Harper & Steers), 1963-65; senior VP and management representative, Ted Bates & Co., 1965-69; president of New York division of Bates, 1969-1972; president and chief operating officer, Ted Bates, 1972-73; chief executive officer, 1973, and board chairman, 1976; m. Monica Flynn, 1954; children—Debra, 22; Cynthia, 20; Patricia, 19, and Laura, 16.

three months and turned in my report. The company insisted I take the full six months before turning it in. I decided I didn't want to work for a company that had that attitude."

Mr. Jacoby was out of work for several months and explored opportunities in Wall Street brokerage firms, banks, various corporations and a few advertising firms. "During these interviews I sensed the excitement of advertising," he says. "I remember I was interviewed by Procter & Gamble, but I was turned down because the interviewer felt I didn't have the proper temperament for advertising." Mr. Jacoby would later serve as vice president and account supervisor on P&G products at Compton Advertising.

His advertising career began in 1953 in the research department of Compton, where he rose to associate research director before shifting, in 1955, to account work. Mr. Jacoby drew a P&G assignment, focusing on Gleem toothpaste, and rose to vice president and account supervisor before he left in 1962 for his first tour of duty with Bates on the American Chicle business.

He left after a year ("I found it sort of cold at that time," he says). Mr. Jacoby moved over to Doherty, Clifford, Steers & Shenfield (now Needham, Harper & Steers) as a senior vice president on the Bristol-Myers account.

"Two years later I returned to Bates at the insistence of some people at American Chicle," he says. "There had been a change in management at Bates and I felt at home."

In comparatively short order, he scrambled to the top of the Bates hierarchy. He climbed from senior vice president and management representative on American Chicle and several other accounts in 1963 to president of the New York division in 1969, president and chief operating officer of the entire agency in 1971, chief executive officer in 1973 and chairman in 1976.

In 1977, according to Mr. Jacoby, Bates billed close to \$800 million on a worldwide basis. The agency employs almost 3,000 persons at three offices in the U.S.—New York, Los Angeles and Miami—and in more than 30 other offices overseas.

Virtually all of the U.S. billings, he notes, stem from the New York office, although about 50% of the clients are dispersed around the country.

"That's no problem," Mr. Jacoby says confidently. "I spend two days of every week visiting clients. A plane can take you anywhere in no time at all. We haven't felt the need to set up regional offices. In the past few years we've doubled the number of our clients."

"This doesn't mean that we're not alert to opportunities for growth. Overseas is out. The cost of doing business there is becoming more and more expensive. And it keeps getting harder to take your money out. One route we're planning to take is to acquire domestic agencies and we're looking right now for some larger agencies rather than smaller ones."

Mr. Jacoby is sanguine over prospects for the new year and says Bates will be accelerating its efforts to "get extra mileage" out of its advertising, particularly in television.

If Mr. Jacoby ever gets out of the advertising business, he would like to devote himself to some sector of public service. "Some day I would like to run for the U.S. Senate," he says. "I'm a conservative person. I've often complained to friends about how the country is being run. And they keep telling me, 'Instead of shooting your mouth off, why don't you do something about it?'"

But for now and the foreseeable future, Mr. Jacoby will be talking—and doing something—about the business of advertising.

## Facts in the figures

Broadcasters enter 1978 with an immensely successful business year behind them. The gains of 1977 may seem tame by comparison with those of 1976, but 1976 was an incredible year, with a combination of fortuitous business circumstances that may never occur again. On their own, as is noted in an analysis elsewhere in this issue, the 1977 gains—around 14% in TV revenues and something approaching that in radio—rank among the best that either medium has enjoyed in two decades or more.

What the profits will prove to have been is unclear, but they assuredly will be more than the \$1.4 billion that the FCC reported for radio and TV together in 1976. That \$1.4-billion figure alone is enough to catch the eyes of those who like to contend that a broadcast license is a patent to print you know what. It should therefore be emphasized once again that (a) the FCC reports profit before the payment of federal and state income taxes, which take more than half of it; (b) after taxes, the 1976 profit was on the order of \$670 million, which (c) means that the combined earnings of all 4,508 AM stations, 2,986 FM stations, 727 television stations and all radio and television networks did not equal the individual earnings of at least five corporations in the U.S. For concentrations of economic power, the places to look are outside broadcasting, which for the most part consists of little businesses.

That last fact is not to be forgotten when Washington starts talking about piling new and special taxes on commercial broadcasters.

## And you're another

The impasse that has developed between Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, and the 15-member broadcast advisory committee he appointed to assist in the revision of the Communications Act won't do anybody any good. Relations have degenerated into an exchange of testy statements conveyed through third parties.

Maybe it was planned that way. As attentive readers will recall, the first signs of discord came in mid-November when Chip Shooshan, the subcommittee's chief counsel, suddenly went public with a prediction that broadcasters would get no benefits from revisions in the law unless they agreed to such trade-offs as a tax on their revenues to support noncommercial broadcasting or to finance minority entry into broadcast ownership. Until that moment all the comments issuing for months from subcommittee sources—including the chairman—had emphasized the deregulation that was assertedly being planned.

The abrupt change in emphasis had its predictable effect on the advisory group of broadcasters when they met, as previously scheduled, three weeks later in Chicago. Instead of producing a list of rewrite priorities that Mr. Van Deerlin had requested, the broadcasters issued a statement asserting no need for general revisions in the Communications Act. The committee did the right thing, but in the wrong way. The statement was made public before it was communicated to Mr. Van Deerlin who, understandably, was unamused to get advice he hadn't wanted, and to get it second hand.

The 1977 prize for political gaucherie goes to the broadcast advisory committee and the Washington advisers who let it happen, but the broadcasters have a point in wondering whether the subcommittee had been leading them on before Mr. Shooshan started putting price tags on reform. They also have a point in

wondering whether the subcommittee really knows what it is doing.

Nobody at the subcommittee has been willing so far to define what is meant by trade-offs or how big a revenue bite it wants to take. Mr. Van Deerlin was not very helpful when he told a BROADCASTING reporter two weeks ago: "You don't graze on public lands without paying something for it" and then in the next breath said he hadn't given the matter serious thought, except to note that broadcast revenues were \$7 billion.

The more the subject is discussed in vague terms like those, the more it looks like a shakedown, with the subcommittee suggesting that broadcasters can buy their way out of government controls. Not the legislative high point of the year.

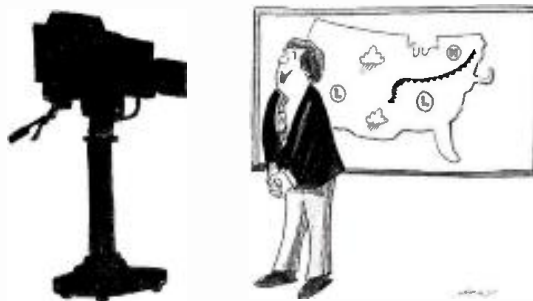
## Triumverate

For broadcasters, the biggest story of 1977 won't happen until 1978, or 1979, or 1980, if it happens at all. The biggest story may repose in Jimmy Carter's selection of men to run the new National Telecommunications and Information Administration in the Department of Commerce, the Federal Trade Commission and the FCC. The careers of all three of Mr. Carter's choices have been insulated from the world of commerce. They are government-trained lawyers of intelligence, perhaps in at least one case brilliance, and they scare broadcasters to death.

None has been in his new job long enough for judgments to be made about his effectiveness. Indeed one, Henry Geller, Mr. Carter's underdenied choice to be assistant secretary of commerce and head of NTIA, is yet to be officially nominated, although he has been given the enviable role of defining his own job and jurisdiction while acting as a government consultant. The others, Michael Pertschuk, chairman of the FTC, and Charles D. Ferris, chairman of the FCC, have talked about their aspirations—Mr. Pertschuk the more threateningly in his declared war on children's advertising—but are still in the process of organization.

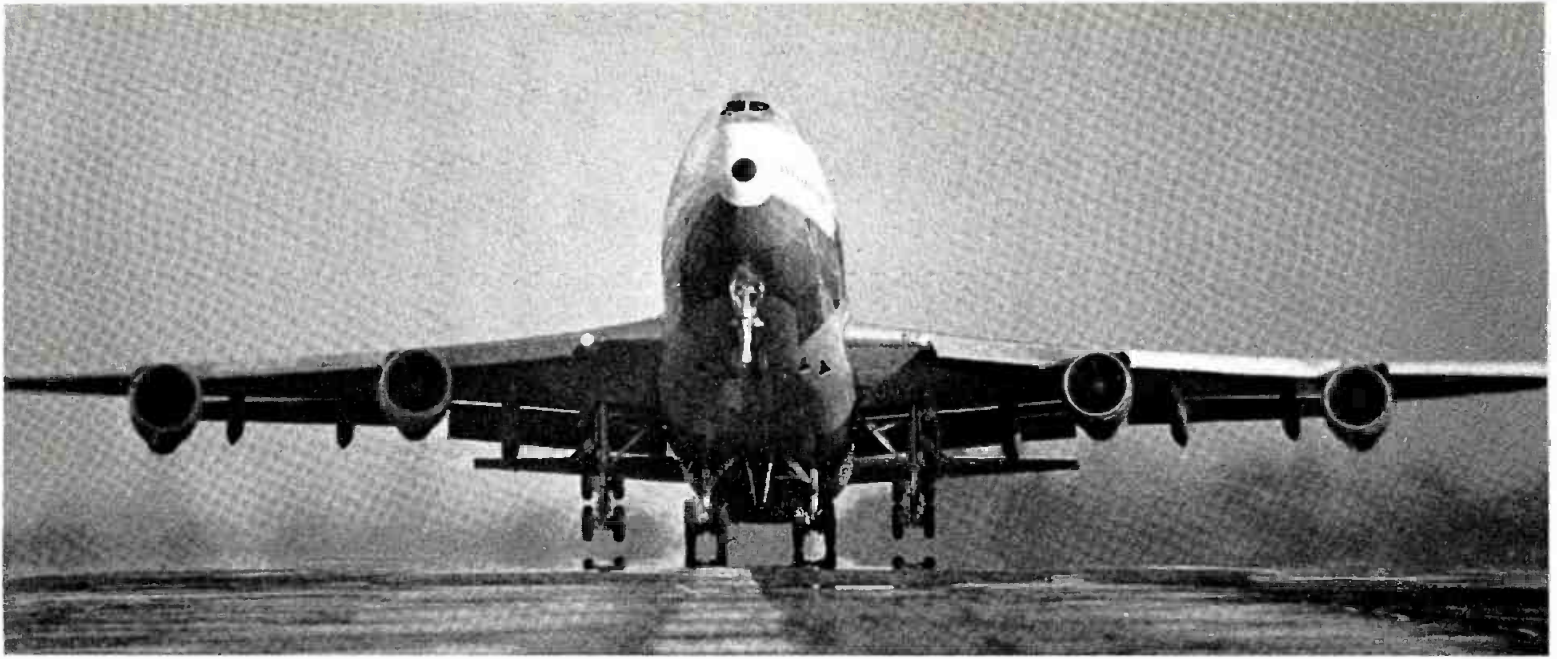
Action, however, is to be expected soon, and there are no signs whatever that any of the three will emerge as an evangelistic supporter of the American system of broadcasting or of its proprietors and managers. The most that broadcasters can hope is that the new officials will demonstrate a willingness to learn that there may be something to be said for communications media that have the broadest base of public support of any medium every invented.

Happy new year.



Drawn for BROADCASTING by Jack Schmidt

*"The national weather service says it will be clear and sunny with a high of 88 degrees. Our syndicated weather service calls for showers. Our own meteorologist predicts light snow . . ."*



DENMAN

## What's Boeing up to now?

In August of this year, Seattle's Boeing Company delivered its 3,000th jet airliner.

Boeing has now built more commercial jets than all other manufacturers combined. And, another \$3-1/2 billion dollars worth are presently on order. Perhaps the most impressive fact of all is that Boeing planes have become the biggest single United States balance of trade item other than agriculture.

Commercial jets aren't, of course, the whole story. Just three-fourths of it. Boeing's contributions to our country's national defense have been considerable. The venerable B-52 is still the bulwark of our strategic bomber force. AWACS planes comprise our most advanced radar warning system. For the past 15 years Boeing has played a major role in the development and maintenance of the Minuteman missile system.

Boeing has consistently been in the forefront of key developments in aerospace technology. From major rocket systems to lunar exploration devices and hundreds of other innovations.

Boeing's economic impact on Seattle and Western Washington is obvious. 52,000 employees take home a \$1 billion annual payroll. But Boeing people have had their own profound effect on the character of the community, as well. Some of the finest engineering and technical minds in the world have come here to work and live. Boeing people comprise the nucleus of one of the country's most highly skilled labor forces. Dozens of successful compa-



BOEING

nies in aerospace and related technologies have grown in Seattle, begun by ex-Boeing people who left to develop their own inventions and products.

What's on Boeing's horizon? Cruise missiles. Perhaps another look at supersonic jets. Diversification...into rapid transit, hydrofoils and a host of other new directions. One thing is certain. Boeing will continue to do the one thing they do even better than building the most...building the best.



BOEING

At KOMO too, the best is our only standard of quality. Just as Boeing has had a positive effect on the Puget Sound community, we are constantly attempting to serve our viewers and listeners better...with the highest attainable standard of broadcasting. They, in turn, have responded by making KOMO Radio the market's leading adult station, and KOMO-TV not only the market leader but one of ABC's key major market affiliates.

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