

Aug. 14, 1978

Official count on TV's 1977:  
\$5.9 billion gross, \$1.4 billion net

# Broadcasting Aug 14

The newswweekly of broadcasting and allied arts

Our 47th Year 1978

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NEWSPAPER

## #1 EYEWITNESS NEWS

### ARBITRON TELEVISION Top 25 PROGRAM RATINGS

MARKET: MINNEAPOLIS-ST. PAUL  
SURVEY: May 3-May 30, 1978

Rank	Program	Metro Rating	Rank	Program	Metro Rating
1.	<u>Eyewitness News (Sun.-10PM)</u>	28	16.	Big Event (Sun.)	19
2.	<u>Eyewitness News (Wed.-10PM)</u>	27		Family	19
3.	<u>Eyewitness News (Mon.-10PM)</u>	26		Little House on the Prairie	19
4.	<u>Eyewitness News (Thurs.-10PM)</u>	25		M*A*S*H	19
5.	<u>Eyewitness News (Tues.-10PM)</u>	24	20.	Eight Is Enough	18
6.	Love Boat	23	21.	Lou Grant	17
7.	<u>Eyewitness News (Fri.-10PM)</u>	22	22.	All In The Family	16
	Starsky and Hutch	22		Barnaby Jones	16
9.	Laverne and Shirley	21		Barney Miller	16
	NBC Monday Night Movie	21		Carter Country	16
	Three's Company	21		<u>Eyewitness News (Sat.-10PM)</u>	16
	60 Minutes	21		How The West Was Won	16
13.	Charlie's Angels	20			
	Fantasy Island	20			
	Happy Days	20			

These local Arbitron "Top 25" ratings are based on data obtained from the Arbitron Market Report. This Arbitron Television survey covered a multiple-week period, and the Metro ratings reflect viewing in the Arbitron Television Metro area, which in most cases corresponds to Standard Metropolitan Statistical Areas as defined by the U.S. Government's Office of Management and Budget. Estimates are subject to all the conditions and limitations described in the Arbitron Television Market Report. The listed programs have been telecast at least two times during the survey period.

on the same day of the week. There are occasions when regular programs have been preempted during a survey period. In cases of preemptions, the data for the days on which the preemption occurred have been deleted, and the ratings reflect the audience which viewed the regularly scheduled program only.

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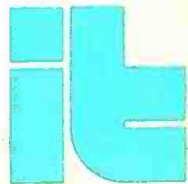
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At Post-Newsweek stations, we have a formal children's programming policy. It covers ascertainment, locally produced children's programs, public service campaigns for children, and specific advertising practices and restrictions.

If you haven't seen us in Hartford, Miami, Jacksonville, and Detroit, (and until recently in Washington D.C.) this ad will give you some idea what we do for children.

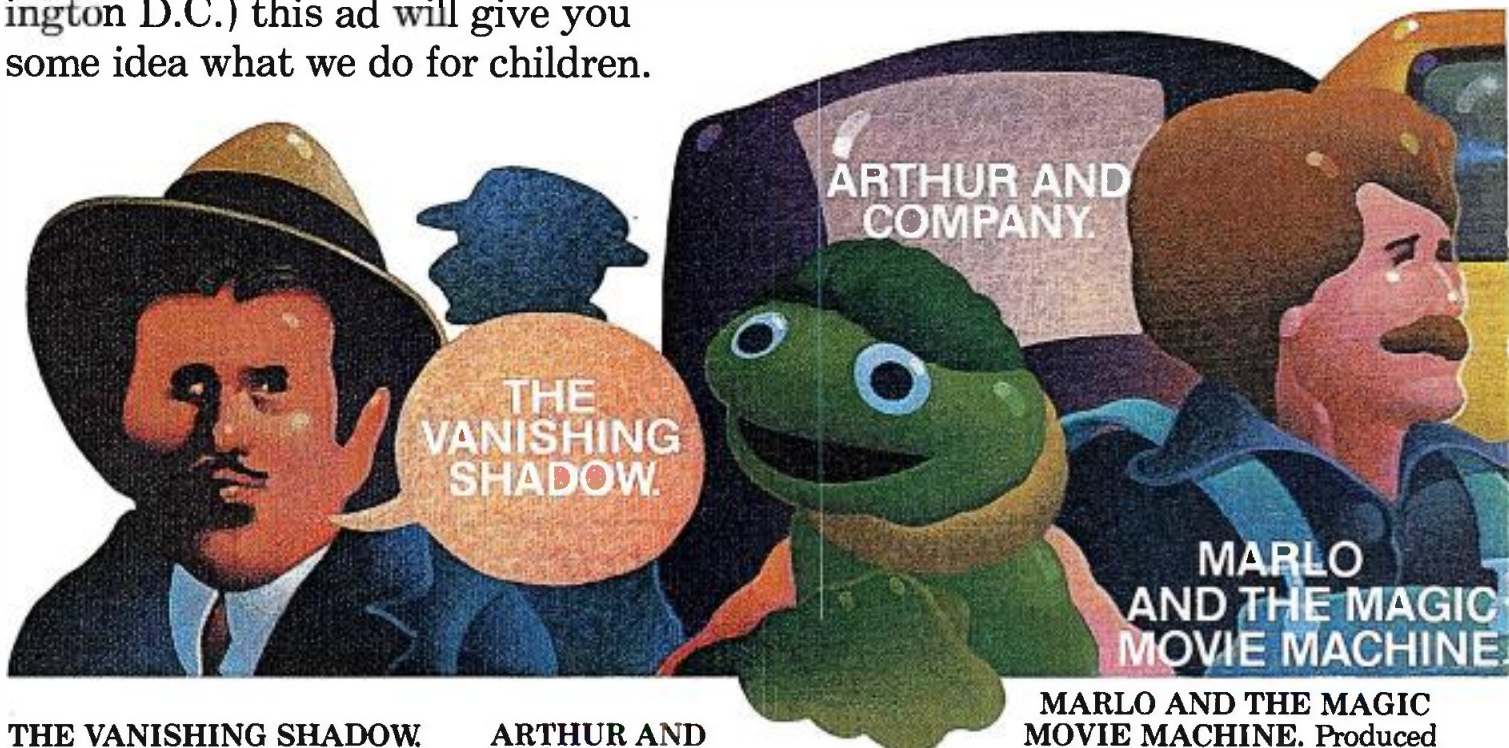
We believe it's important to provide children with a diversity of quality programming.

Programming that respects children as individuals.

At each Post-Newsweek station, one person is in charge of our children's programming policy. That person sees to it that we talk with children. And with people who are most familiar with children's concerns.

That way, important children's issues become part of our local children's programs.

Besides programs, we create public service campaigns for children. We try to help them become more



**THE VANISHING SHADOW.** Produced at WJXT in Jacksonville. We adapted an old movie serial to excite kids about reading.

**ARTHUR AND COMPANY.** Produced for the last 8 years at WPLG in Miami. Life size puppets and live action sketches entertain children and instruct them in positive social values.

**MARLO AND THE MAGIC MOVIE MACHINE.** Produced in association with PNS at WFSB-TV in Hartford, *Marlo*, features a young technician and a talking computer, that uses vintage film and video tape to teach young viewers.

# on Children's Television.

aware of themselves and their world.

Our policy restricts the number and content of commercials shown during children's programs.

The industry standard for commercials and non-program material during children's program time is 9½ to 12 minutes per hour.

We restrict ours to 6 minutes an hour.

We realize that young children have trouble seeing the difference between program content and commercial claims. So we buffer between commercials and the content in the programs we produce. And, rather than interrupt content, we generally

"cluster" commercials at the beginning and end of our locally produced children's programs.

As a result, advertising on these programs pays for only a part of what we do for kids. Revenues from the total broadcast day must pay for the rest.

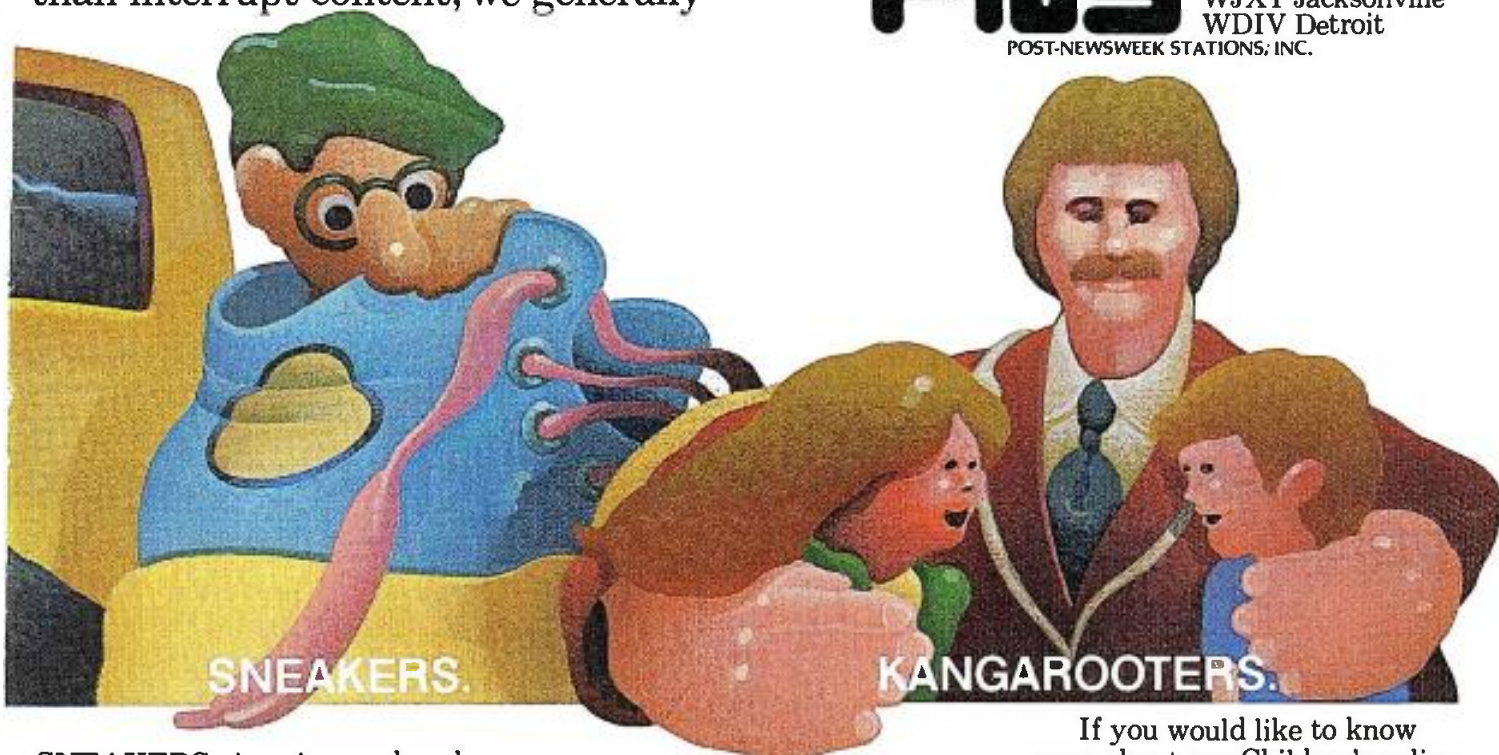
Like so much of what we do at each station, our children's programming policy represents a re-investment by us in our medium and in our communities.

We believe in this kind of broadcasting. And we know it works.

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If you would like to know more about our Children's policy—specifically ascertainment, public service, standards and practices, and the names of people in charge of our policy at each station—write to: Reprint, 1111 South Robertson Boulevard, Los Angeles, Ca 90035.



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# The Week in Brief

**REWRITE FOR REWRITE** □ Van Deerlin says the communications revamp will not go to mark-up this year and there will be some changes. Cable uses hearing as an occasion to berate AT&T's presence. **PAGE 27.**

**NBC WINS A ROUND** □ A San Francisco judge declares a nonsuit in the \$11 million "Born Innocent" case that a rape victim filed against the network, KRON-TV. **PAGE 30.**

**SPLIT DECISION** □ The American Bar Association defers action on permission for courtroom TV, but approves the extension of lawyer advertising to television. **PAGE 31.**

**DIAL-A-SECRETARY** □ The White House comes up with a new service for broadcasters, specially arranged interviews with administration officials involved with hot current topics. Energy's Schlesinger is first on camera. **PAGE 33.**

**TV BEATS ITS BEST AGAIN** □ The FCC's annual figures show television followed its first billion-dollar profit year in 1976 with another in 1977. Before-tax income last year was \$1.4 billion, 12% more than in the preceding year. That came from a revenue total of nearly \$5.89 billion and expenses of almost \$4.48 billion. This annual special report presents all the facts and figures, including the market-by-market breakdown of TV revenue and profits. Another table—developed by BROADCASTING from FCC data—reports revenues on a per-home basis. **PAGE 38.**

**STRETCH MOMENTUM** □ Network television selling is heading for a hot fourth quarter as scatter advertising picks up its pace after up-front dealing. **PAGE 54.**

**SPOT TV'S TORRID PACE** □ TVB compilations show an increase of 22% in the second-quarter spending of more than 2,000 firms. That puts the first half total up 19% to \$1.3 billion. **PAGE 54.**

**AYER'S STREAK** □ The oldest agency in the U.S. lands the Pan American World Airways account. It's the culmination of a 30-day period in which Ayer captures more than \$100 million in billings. **PAGE 58.**

**A NEW ACCEPTABILITY** □ The FCC under Charles Ferris appears willing to tackle certain issues that it avoided in the past. Cases in point at last week's meeting: first steps towards an inquiry into community service programming,

PSA's and captioning for the deaf. **PAGE 60.**

**TOP-50 POLICY** □ The FCC gets comments on its proposal to abolish its restrictions on TV station acquisitions in the larger markets. The "haves" and the "have-nots" assume expected stances, but both note the policy hasn't been enforced during its first 10 years on the books. **PAGE 63.**

**CHICAGO-BOUND** □ More than 700 are expected to attend the NAB's first radio programming conference next week. Here's a look at the highlights. **PAGE 66.**

**HAPPY NOTES** □ The AFM rejoices that the communications rewrite makes no mention of the Lea Act. That's the 32-year-old legislation that helped broadcasters to tone down union demands in the Petrillo era. **PAGE 67.**

**CONCESSION** □ Faith Center Church agrees to meet with FCC investigators, but the California religious broadcaster still insists that the commission is overstepping its bounds. **PAGE 68.**

**OPT'S THIRD EFFORT** □ *Evening in Byzantium* begins its run this week with 90 TV stations signed, according to Operation Prime Time planners. **PAGE 68.**

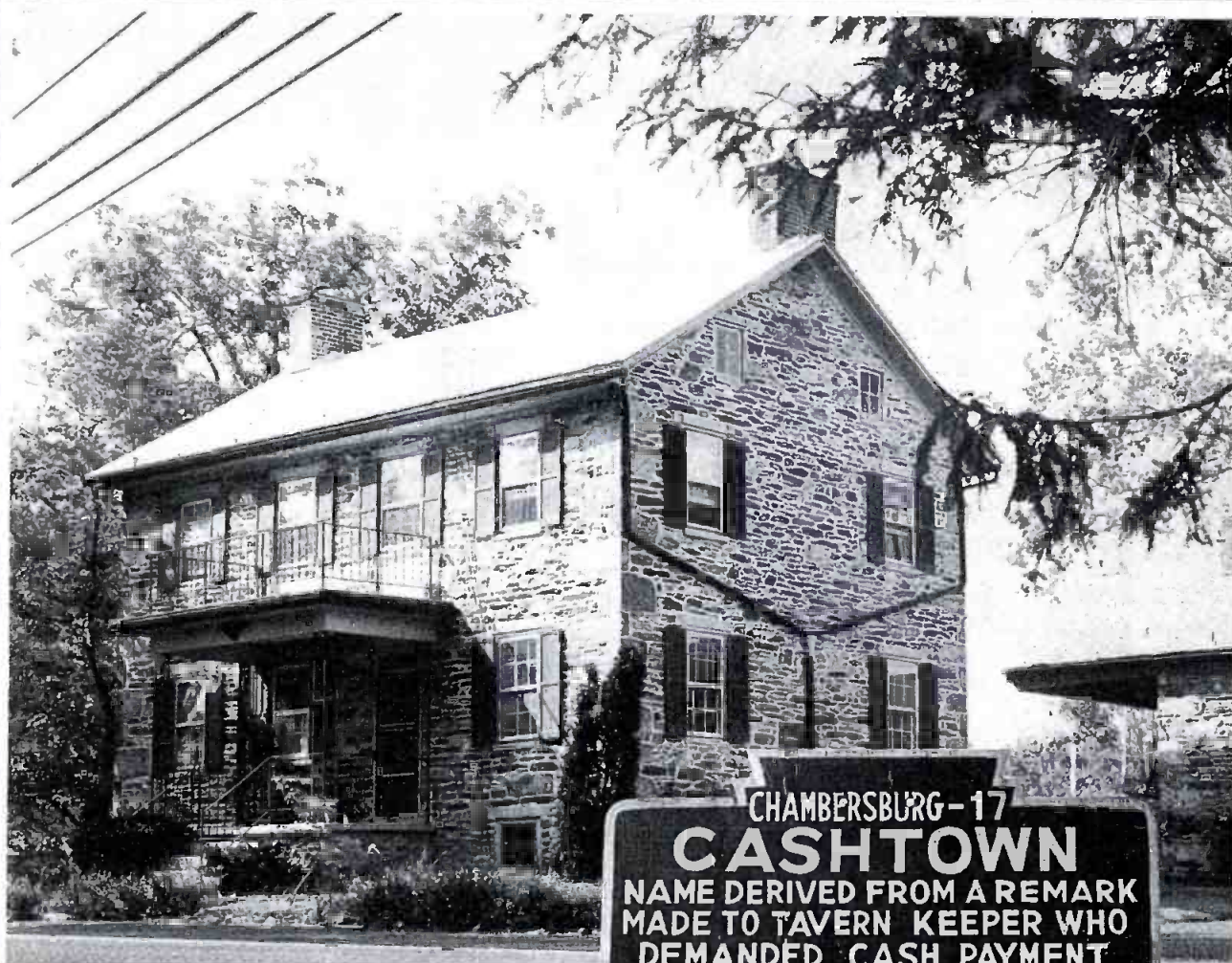
**MORE ON 'CLOSE-UP' PROBLEM** □ An outside law firm is engaged to probe charges that ABC rigged parts of a documentary on youth violence in Brooklyn. ABC's Arledge backs his producers, but wants to make sure no doubt remain about the complaint to the FCC. **PAGE 69.**

**FARBER BACKWASH** □ Legislative help could be on the way because of the case involving the jailed *New York Times* reporter. Moynihan, Cranston and Crane suggest legislation to protect newsmen. **PAGE 70.**

**LOW-POWER TV** □ The FCC will begin a review of the role that auxiliaries such as translators could play in enhancing service to rural and urban areas and specific minority groups. **PAGE 71.**

**THE ALGER TYPE** □ Bruce Fogel knows it is impossible to run fast with feet up on the desk. As president of Air Time, he struck out early with new ideas and yen for work. And, he doesn't plan to let success alter that script. **PAGE 97.**

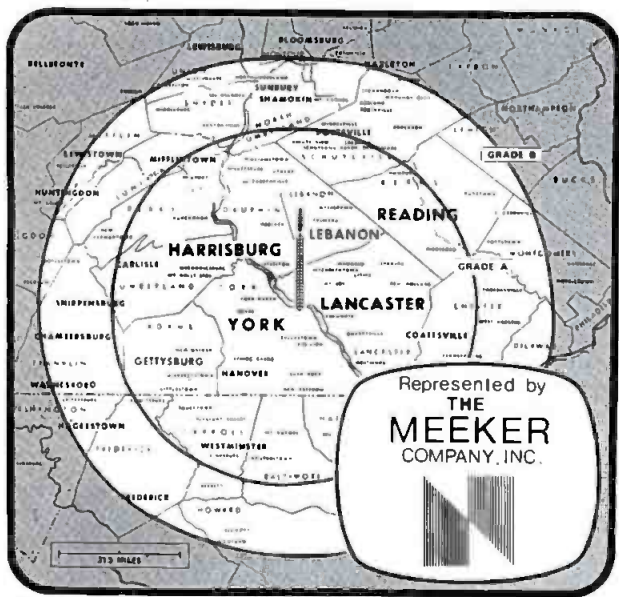
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# Closed Circuit®

Insider report: behind the scene, before the fact

## Recruiter

Communications Act rewrite is having opposite effect on citizen groups from that on broadcasters. While leaders in latter group toil to keep their ranks from splintering, splintered citizen movement is uniting to make sure public's rights are protected in new bill. Former FCC Commissioner Nicholas Johnson, who has already testified against bill on behalf of his National Citizens Communications Lobby, is principal agitator of coalition.

At first meeting in Washington, Mr. Johnson is said to have stirred up interest among groups—including labor unions with clout on Capitol Hill—that had not previously been visible on communications issues. It's not known when coalition will surface. Mr. Johnson isn't talking about it yet.

## Old school ties

Fréd Silverman has made tempting offer to Lou Dorfsman, multihonored senior vice president of advertising and promotion at CBS/Broadcast Group, to join NBC as boss of advertising and design for all broadcasting divisions. Mr. Dorfsman has promised decision this week. If he goes to NBC, it may aggravate feeling among some veteran NBC executives that their futures would be brighter if they had formerly served with Mr. Silverman.

Since taking over as NBC president, Mr. Silverman has hired Thomas Madden from ABC to be vice president and assistant to president (see page 72), Ethel Winant from CBS to be vice president, talent, and Lee Currin from CBS to be vice president; broadcast planning. Irwin Segelstein, old friend from CBS who preceded Mr. Silverman to NBC, was raised to executive vice president in Mr. Silverman's first NBC action. Brandon Tartikoff, associate from ABC days who also preceded him to NBC, was promoted to vice president, programs, West Coast.

## Not so odd couple

Why is administration seemingly complacent about WARC '79, most critical international communications convocation in two generations? Answer may be in behind-scenes assignment of Henry Geller, assistant secretary of commerce and director of National Telecommunications and Information Agency, as key participant at Geneva conferences. He would work alongside Professor Glen O. Robinson, former FCC commissioner, who is to head U.S. delegation but who can't give preparations full-time attention until next April because it would interfere with his

teaching schedule at University of Virginia (BROADCASTING, Aug. 7).

Mr. Geller, 54, is White House adviser on communications. It's presumed that apathetic attitude at White House stems from insider knowledge that Mr. Geller, former FCC general counsel and Rand Corp. and Aspen Institute scholar, will wield baton when U.S. delegation at Geneva begins negotiations on spectrum allocations with Soviet-dominated and Third World nations in Geneva in September 1979.

## Test case?

David Baltimore's WBRE-TV Wilkes-Barre-Scranton, Pa., will ask FCC for prime-time access rule waiver which, if granted, could set precedent for television markets with heavy cable penetration. WBRE-TV will argue unfair competition in access time, when, as network affiliate in 42d market, it can't play off-network shows. Independent stations imported by cable load access periods with off-network series that are more popular than made-for-syndication fare, WBRE-TV will assert.

## Ganging up

Southern California Broadcasters Association is setting up full-day seminar on radio rating services for Sept. 13 in Los Angeles, in large part because of dissatisfaction with Arbitron, primary existing service, according to organizers. Invited to make presentations and answer questions on methodologies will be challengers Burke Research, Audits and Surveys, RAM and Mediastat. Hope is to have 300 or more radio managers, researchers, sales people and programmers attending.

Michael Davison, marketing director for Golden West Broadcasters, is coordinating effort, which he says "reflects the concerns of a lot of people."

## Getting together

Orlando, Fla., channel 9 case, which has been under way for 19 years, may be headed for settlement through merger of five applicants that are now operating WFTV-TV on joint basis. Talks are said to be in progress, and although merger negotiations have been held before, with no result, FCC review board's decision in case last month is seen as improving chances for agreement. In past, major stumbling block was said to have been Mid-Florida Television, which won original grant and which won nod every time case bounced back to commission from court, where other parties appealed it. But in July, review board denied Mid-Florida's application and granted TV9's

(BROADCASTING, July 24).

Accordingly, some participants feel Mid-Florida is likely to be more agreeable to settlement. And other parties may not relish prospect of continuing fight—which is bound to be carried to commission and courts—for another two or three years.

## Flickers of interest

Although Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.) shows no signs of moving into Communications Act rewrite, now in progress on House side; Republicans on his subcommittee are exhibiting more than passing interest. It's reported Senator Barry Goldwater (Ariz.) has asked to be kept up to date on progress of House bill, and two weeks ago Senator Harrison Schmitt (N.M.) gave seeming nod in Representative Lionel Van Deerlin's direction. Presiding over hearing on electronic mail and funds transfers, Senator Schmitt said: "Satellites, microwave systems. . . digital techniques, television and many other technological marvels have created a new communications base for our civilization . . . Congress must soon provide an entirely new legislative framework for communications service."

Senate subcommittee staff is doing written analysis of Mr. Van Deerlin's bill for members. Nevertheless, Senator Hollings still seems inclined to deal with communications problems one at a time. If he has changed his mind, it probably won't be noticeable before subcommittee releases its annual agenda of activities at start of next Congress.

## Live TV to troops?

Under preliminary study is plan for worldwide live TV network under auspices of American Forces Radio and TV Service, entailing some 40 installations to be served by existing nonmilitary satellite facilities. Major problem appears economic, largely because of administration emphasis on reduced appropriations for military. AFRTS bases are now being served locally through bicycled video tapes of network and syndicated programs running perhaps year late. In immediate charge of planning is retired Army colonel, Robert Cranston, director, AFRTS, Washington.

Freshening television programs for overseas delivery is regarded as morale builder. Armed forces on foreign assignments are feeling pinch of declining value of U.S. dollar. With other entertainment unaffordable, it's argued, live TV service could ease strain of military life.

## TV only

**Menley & James** □ Division of Smithkline Co. prepares 16-week TV promotion beginning in early September for its Contac product. SFM Media, New York, will pick spots in about 25 markets during fringe time. Target: adults, 18-34.

**Gulf** □ Oil company schedules two-week TV drive beginning in late August. Young & Rubicam, New York, will handle spots in 55 markets during fringe and prime time. Target: men, 18-49.

**Clorox** □ HVR division features its salad dressing in four-week TV flight starting in mid-August. Young & Rubicam, New York, will buy spots in 51 markets during fringe time. Target: women, 25-54.

**Arctic Enterprises** □ Company focuses on its Artic Cat snowmobiles in two-week TV pre-season buy in early September. Carmichael-Lynch, Minneapolis, will seek spots in 35 markets during fringe and

news time. Target: men, 25-49.

**Dillards** □ Department store chain arranges fourth quarter TV campaign starting in September. Faulkner & Associates, Little Rock, Ark., will select spots in about 15 markets during all day parts. Target: women, 18 and over.

**Ore Ida Foods** □ Division of Heinz highlights its Ore-Ida La Pizzeria pizza in four-week TV flight starting in mid-September. Foote, Cone & Belding/Honig, Los Angeles, will select spots in 25 markets during day, fringe and prime time. Target: women, 18-49.

**Hunt-Wesson** □ Food products group features its Orville Redenbacher gourmet popcorn in 10-week TV drive beginning in September. SFM Media, New York, will handle spots in about 25 markets during fringe time. Target: women, 18-49.

**Tuscan** □ Dairy products group features its yogurt in six-week TV flight beginning in mid-August. Media Communications, New York, will schedule spots during day

and prime time. Target: women, 18-49.

**Captain D's** □ Seafood restaurant chain slates two-month TV campaign starting in late August. Noble Dury Associates, Nashville, will handle spots in eight markets during day, fringe and prime time. Target: men and women, 18-49.

**Stanley Works** □ Yemco division places three-week TV buy beginning in early September for its garage door opener. Humphrey Browning MacDougall, Boston, will arrange spots in about nine markets during fringe and prime time. Target: men, 25-54.

**Associated Air Freight** □ Air freight service plans four-week TV promotion starting early next month. Western International Media, New York, will seek spots in five markets during prime and news time. Target: men, 35 and over.

**Scholl Inc.** □ Dr. Scholl's footwear products group highlights its air pillow cushion in two-week TV push beginning in early September. N.W. Ayer, Chicago, will place spots in 35 markets during fringe time. Target: women, 35 and over.

**Realty World** □ Franchise realty firm slates 12-week TV campaign beginning in late August. Rosenthal & Martin, Chicago, will place spots in 25 markets during news time. Target: adults, 25-54.

**Standard Brands** □ Confectionary division highlights its Reggie candy bar in three-week TV push beginning in late August. Lee King & Partners, Chicago, will handle spots in two markets, Los Angeles and San Francisco, during early fringe and prime time. Target: adults, 18-34, and teen-agers, 12-17.

**duPont** □ Textile division features its women's wear line in four-week TV campaign starting in late August. BBDO, New York, will select spots in 20 markets during early fringe time. Target: women, 18-49.

**Stouffers** □ Frozen foods division schedules four-week TV buy beginning in early September for its pizza. Creamer, Pittsburgh, will buy spots in about 50 markets during day, fringe and prime time. Target: women, 25-49.

**Elaine Powers** □ Figure salon chain arranges three-week TV flight beginning in mid-August. Stephan & Brady, Madison, Wis., will place spots in 18 markets during day, fringe and prime time. Target: women, 18-34.

**Venture Foods** □ Manufacturer of dairy

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<b>LAVERNE &amp; SHIRLEY</b>	<b>28.5</b>	<b>20,380</b>	<b>19,730</b>	<b>13,240</b>	<b>18,390</b>
ALL IN THE FAMILY	26.6	17,780	15,120	8,351	8,400
SANFORD & SON	23.9	16,090	12,300	6,940	6,980
M*A*S*H	22.6	15,610	14,130	8,890	8,260
WELCOME BACK KOTTER	20.2	14,390	13,260	8,630	12,270
GOOD TIMES	20.1	13,990	11,470	6,880	8,210
CHICO & THE MAN	20.0	14,010	9,700	5,590	5,920
BARNEY MILLER	19.0	13,480	12,460	7,760	7,800

SOURCE: NTI - NAD NOV., FEB., MAY AVERAGE TOTAL NETWORK DURATION THROUGH MAY 1978 SUBJECT TO SURVEY QUALIFICATIONS

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**PARAMOUNT TELEVISION DOMESTIC SYNDICATION**

products focuses on its New Country yogurt in two-week TV campaign starting in mid-August. Averett, Free & Fischer, New York, will schedule spots during prime and early fringe time in Mid-Atlantic markets. Target: total women.

**Anheuser Busch** □ Brewery prepares two-week TV drive starting in late August. Needham, Harper & Steers, Chicago, will handle spots in 65 markets during fringe and prime time. Target: total men.

**Saks Fifth Avenue** □ Department store chain slates four-month TV promotion beginning in late August. Western International Media, New York, will select spots in six markets during fringe and prime time. Target: total adults.

**Tastee Freez** □ Family restaurant chain arranges two-month TV campaign starting in September. Media Advertising (in-house agency) Des Plaines, Ill., will seek spots in three markets during daytime. Target: men and women, 18-49.

**Meineke** □ Muffler manufacturer schedules three-week TV buy beginning in mid-August. M&N Advertising, Houston, will prepare spots during fringe time. Target: men, 18-49.

**Treasury Stores** □ Store chain launches one-week back-to-school TV promotion late this month. Walter G. O'Connor, Hershey, Pa., will arrange spots in 10 markets during fringe time. Target: women, 18 and over.

**United Artists** □ Record division features its *City to City* album by Gerry Rafferty in two-week TV drive starting late this month. Aljab Advertising, Los Angeles, will place spots in 15 markets during fringe time. Target: adults, 18-34.

Radio only

**U.S. Air Force** □ Recruitment division launches three-week radio promotion beginning in early September. D'Arcy-MacManus & Masius, New York, will buy spots in 95 markets including Detroit, Kansas City, New Orleans and San



**You'll never get rich?** Estimated \$50-million account of the Army Recruiting Command was won by the incumbent agency, N W Ayer ABH International, New York (see page 58), covering the coming fiscal year and two one-year options (BROADCASTING, Aug. 7). Toasting the victory are (l-r) Thomas F. Maxey, senior vice president and management supervisor on the Army account; Louis T. Hagopian, Ayer chairman and chief executive officer, and Neal W. O'Connor, chairman of the executive committee. Approximately 30% of the Army account is earmarked for television and radio.

Francisco. Target: men, 18-24.

**Brick Institute of America** □ Institute arranges three-to-four-week radio push starting in early September. Henry J. Kaufman, Washington, will schedule spots in 10 markets including Atlanta and New Orleans. Target: adults, 25-34.

**Chrysler** □ Car manufacturer prepares eight-week radio flight beginning in mid-August. Ross Roy, Detroit, will handle spots in 13 markets including Omaha and Phoenix. Target: men, 25-54.

**Tobin** □ Meat products group places three-week radio buy starting in mid-August. Weightman Advertising, Philadelphia, will schedule spots in nine New England markets. Target: women, 25-49.

**The Store** □ Maryland clothing chain slates 27-week radio push starting in mid-August. Maslow, Gold & Rothschild, Boston, will pick spots targeted to women, 18-44.

**Tagway Shoes** □ Division of Morton Shoe Stores launches four-week back-to-school radio buy beginning in mid-

August. Cabot Advertising, Boston, will seek spots in about six markets. Target: teen-agers.

**Carling** □ Brewery arranges three-week radio promotion for its Stag beer starting in late August. W.B. Doner, Baltimore, will seek spots targeted to men, 18-49.

**Geo. A. Hormel** □ Grocery products division features its Hormel chili in four-week radio push starting in mid-September. BBDO, Minneapolis, will arrange spots in 22 markets including Atlanta, Chicago and Los Angeles. Target: women, 18-34.

**Eddie Bauer** □ Manufacturer and retailer of recreational outerwear schedules eight-week radio campaign beginning in early September. Lowe Advertising, Seattle, will place spots in Seattle, San Francisco, Denver, Detroit and Minneapolis-St. Paul. Target: men, 25-49.

**Matex** □ Automotive rustproofing firm plans eight-week radio campaign beginning in early September. Dawson, Johns & Black, Chicago, will select spots in 20 markets including New York and Detroit. Target: men, 18-49.

**Porsche/Audi** □ Division of Volkswagen features its Porsche and Audi models in six-week radio push beginning in late August. Doyle Dane Bernbach, New York, will handle spots in Boston and Washington. Target: men, 25-54.

Radio-TV

**Washington State Potato Commission** □ Commission starts three-week radio and TV buy late this month. Evans/Pacific, Seattle, will schedule spots in 10 TV markets and four radio markets including Atlanta and Miami. Target: women, 25-54.

Please send

**Broadcasting**

The newswEEKLY of broadcasting and allied arts

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Business Address  
 Home Address

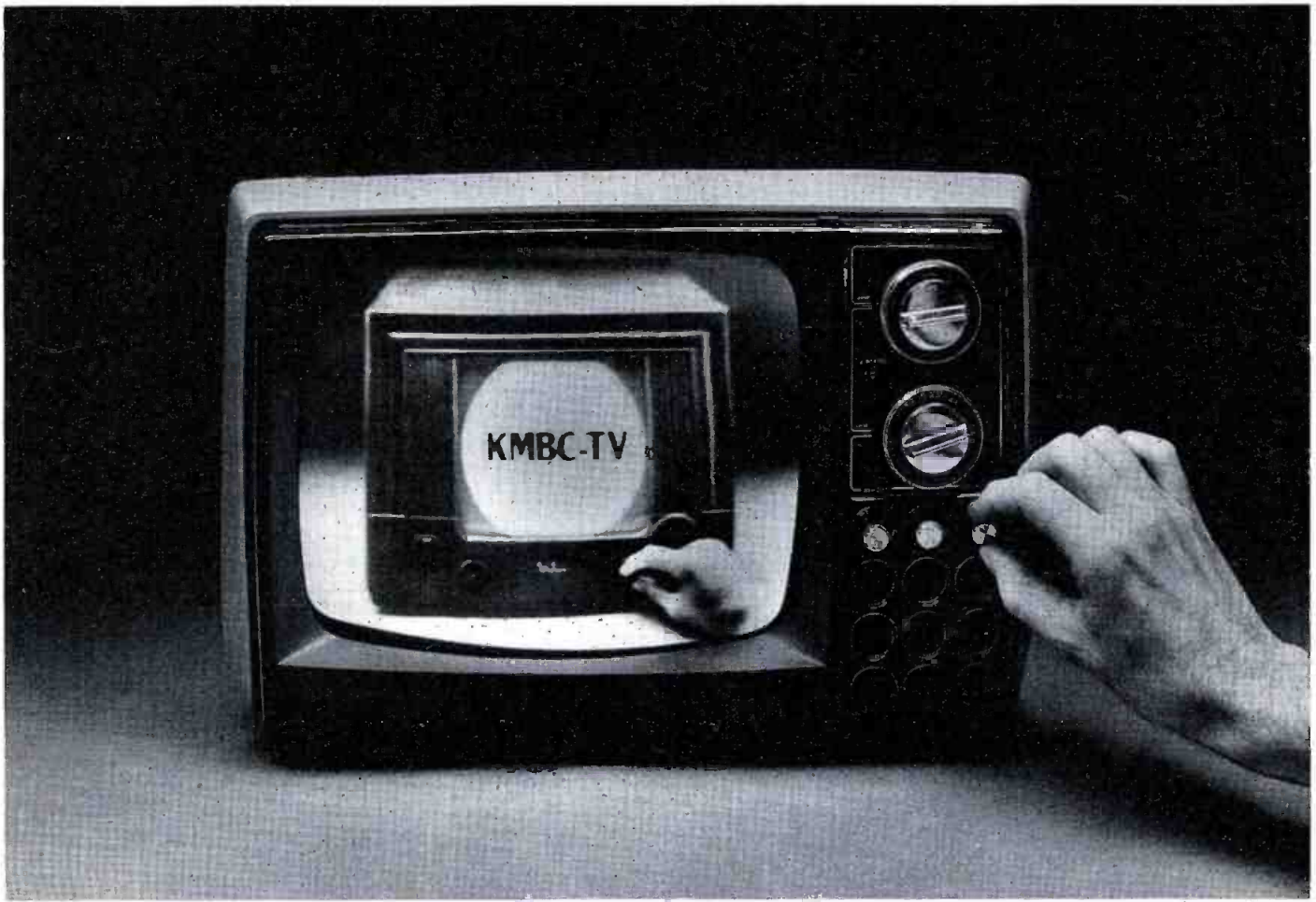
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**BROADCASTING, 1735 DeSales Street, N.W., Washington, D.C. 20036**

Subscriber Service

- 3 years \$90
- 2 years \$65
- 1 year \$35  
(Canadian and other international subscriptions add \$12 per year.)
- 1978 Cable Sourcebook \$20.00  
(If payment with order: \$15.00)
- 1978 Yearbook \$37.50  
(If payment with order: \$32.50)
- Payment enclosed
- Bill me

ADDRESS CHANGE: Print new address above and attach label from a recent issue. or print old address including zip code. Please allow two weeks for processing.



## **For 25 years Kansas City has been turning us on.**

At KMBC-TV, we're celebrating our 25th anniversary this month. And we may be getting older but, frankly, we've never looked better.

Our ten o'clock news has been number one in the last 14 straight rating books.\* Our six o'clock news was just awarded best in the state by the Missouri Broadcasters Association.

We won first place awards from the Missouri Radio and TV News Association for spot news, features and documentaries. In our 25th year we won all three. And that's all they give.

Kansas City turns us on for 8 of the top 10 shows according to the May, 1978 Arbitron and 9 of 10 according to Nielsen.

We not only deliver the numbers but the demographics you want, too. In women, 18 to 49, we have 9 of the top 10 in Arbitron, 7 of the top 10 in Nielsen. In men, 18-49, we have 8 of the top 10 in Arbitron and 9 of the top 10 in Nielsen. In both network and non-network programs we dominate that important 18-49 audience.

KMBC-TV, Metromedia Television in Kansas City. When you want to turn on this market, we're still the one that can do it best.

## **KMBC-TV. Kansas City turns us on.**

\*Source: Arbitron and Nielsen reports November 1975 through May 1978, estimated audiences are subject to qualifications of the rating services.

# Monday Memo<sup>®</sup>

A broadcast advertising commentary from Ronald Bergida, VP, corporate development, Andorn, Bergida and Danks Inc., Roslyn, N.Y.

## Giving a voice to the 'silent service'

Why should a food broker, the grocery industry's "silent service," suddenly move from its role of "people with the contacts in the marketplace," to organizer, developer and implementor of a major broadcast advertising, couponing, and sweepstakes promotion in the New York metropolitan area?

At Andorn, Bergida and Danks we made that move—and not suddenly—because primary conditions in our market motivated an all-out promotional effort to deal with the fact that although households are up (because of the increase in singles) the actual population is down, and the market has become a boom town for fast foods with over \$500 million in annual sales. We feel that by helping our clients—the manufacturers we call principals—do more business from the smaller base that exists and increase market share by helping rectify the decline in supermarket sales in both dollars and units, we are helping everyone including ourselves in the long run.

Therefore, two years ago when market trends became increasingly apparent, Andorn, Bergida and Danks began working on an integrated multibrand, multimanufacturer, cooperative couponing program to benefit the consumer. Using this concept as a foundation, about six months ago we tied into a theme, "Set Your Sails," which is owned by Don Pizza, a Chicago-based marketing consultant. With the cooperation of our clients, their agencies and the trade, "Set Your Sails" was under way in the New York metropolitan market.

Essentially, "Set Your Sails," in which 21 of our 33 clients will participate this month, consists of a 200 million coupon drop (in newspaper inserts and advertising), backed by a 1,500 gross-rating-point television and radio blitz.

The advertising expenditure in the New York metropolitan market is over \$500,000, which is equivalent to a national roll-out of over \$5 million. To our knowledge, it is the first time in metropolitan New York that both television and radio have been used to pre-sell and support a multimanufacturer coupon drop.

A 16-page, four-color rotogravure free-standing insert and newspaper ad will deliver the coupons—36, representing 70 branded items—on Aug. 20 and 23. The broadcast campaign will begin today (Aug.



Ronald Bergida, vice president, corporate development, joined Andorn, Bergida and Danks Inc., Roslyn, N.Y., in 1972. He has an MBA in marketing from New York University's Graduate School of Business as well as a JD from Hofstra University School of Law, and is a member of the New York State Bar Association.

14) and conclude Aug. 25.

An intensive television campaign featuring 10- and 30-second commercials will be seen on five major New York City stations: WABC-TV; WCBS-TV; WNBC-TV; WNEW-TV and WPIX(TV). The schedule includes early and late news, daytime and access rotation, as well as such shows as *Good Morning America, Today, Donahue, Dinah* and the *Stanley Siegel Show*.

On radio, 60-second spots will be aired on 14 stations in the greater metropolitan area; the schedule includes morning drive, afternoon drive, daytime and nighttime.

The commercials feature Sally Jessy Raphael, WMA(AM) New York talk show hostess, as spokesperson. Ms. Raphael, who is a former resident of Puerto Rico and had her own news show there, has taped additional commercials for use on Spanish-language television and radio. We are making a particularly strong effort in the New York metropolitan area to penetrate the Hispanic market. These commercials are specially designed to bring the variety and values being offered by "Set Your Sails" to the attention of all consumers.

Produced by Brancy Design and Media Inc., Hicksville, N.Y., the TV spots, which

show Ms. Raphael on a sailing ship in New York Harbor and at dockside with a product display, include sequences of the ship under full sail, the New York skyline and the World Trade Center. They actually comprise three flights: The first promotes "Look for 'Set Your Sails'"; the second—" 'Set Your Sails' is here"; and the third—"Make sure you use 'Set Your Sails.'"

The concept of one company—a food broker at that—sponsoring a multibrand promotion is unique. So much so, that the television and radio stations found themselves in a quandary. Standards and practices wanted to know how to accurately represent the advertiser to the consumer. Therefore a new ruling was made. On the five television stations the commercials are tagged with a visual reading: "Set Your Sails' promotion sponsored by Andorn, Bergida and Danks Inc." On WCBS(AM) New York, the commercials are tagged with an announcer's voice: "This message was brought to you by Andorn, Bergida and Danks, a sales development company." And on the remaining 13 stations the announcer's tag is: "This message was brought to you by ABD, a sales development company."

There are, of course, additional components to the advertising and couponing campaign. The brands involved literally run the gamut from soup to nuts—appetizers, main meals and desserts. As the television and radio commercials say: "There are big dollar savings on over 30 national brands you use every day." Each newspaper insert includes \$4.81 in cents-off coupons plus \$14.90 in refund offers.

Several other elements enhance and support the program. For example, "Set Your Sails" includes a \$15,000 metropolitan New York consumer sweepstakes (national equivalent of \$150,000), with trips, gifts and cash to 137 winners, and wall-to-wall point-of-sale materials worth approximately \$50 per store.

The "Set Your Sails" equation is not complete without talking about trade allowances which, despite the extensive merchandising activities of "Set Your Sails," have been maintained at competitive levels.

The trade response has been overwhelming, and we are looking forward to this concept gaining momentum. As we say in our trade brochure: "Thanks to our partners in the retail trade . . . never before have a food broker and his principals worked together to produce a promotion with the scope and imagination of 'Set Your Sails.'"



# KWTV

Oklahoma City  
CBS Channel 9  
announces the  
appointment of  
Harrington, Righter  
and Parsons, Inc.  
as national  
representative.

# hrp

# Datebook

■ indicates new or revised listing

## This week

**Aug. 14-15**—National Cable Television Association board meeting. Sun Valley, Idaho.

**Aug. 15**—Deadline for comments on FCC inquiry to determine eligibility for educational station licenses (BC Docket 78-164). Replies are due Sept. 9. FCC, Washington.

**Aug. 17-20**—Idaho State Broadcasters Association summer convention. Northshore, Coeur d'Alene, Idaho.

**Aug. 18**—Kansas Association of Broadcasters sports seminar. Kansas City Royals Stadium, Kansas City, Mo.

**Aug. 18**—Missouri Public Radio Association summer meeting. Rhodeway Inn, St. Louis.

**Aug. 20-23**—National Association of Broadcasters radio programming conference. Hyatt Regency\*hotel, Chicago.

## Also in August

**Aug. 23**—Tennessee Association of Broadcasters regional license renewal seminar. Hilton Airport Inn, Nashville.

**Aug. 24-25**—Third annual Chicano Film Festival, project of Centre Video of Oblate College of the Southwest. Theatre for the Performing Arts and the La Mansion motor hotel, San Antonio, Tex. Inquiries: 285 Oblate Drive, San Antonio 78216.

**Aug. 24-27**—West Virginia Broadcasters Associ-

ation fall meeting. The Greenbriar, White Sulphur Springs, W.Va.

**Aug. 25-26**—Joint meeting of Radio Television News Directors Association region two and UPI Broadcasters. Biltmore, Santa Barbara, Calif.

**Aug. 25-27**—National conference on public access cable television, sponsored by Community Video Center of San Diego. El Cortez hotel, San Diego. Information: Brian Owens, 520 E Street, Suite 901. San Diego, 92101; (714) 239-3393.

■ **Aug. 27-29**—Illinois Broadcasters Association meeting. Continental Regency hotel, Peoria, Ill.

**Aug. 27-30**—Third annual seminar of the Cable Television Administration and Marketing Society. Atlanta. Information: Ernie Olsen, (404) 393-0480, or Andrew Goldman (212) 247-8700.

**Aug. 29**—Deadline for comments on FCC proposed change of radio/TV station annual report and EEO rules to include the handicapped (Docket 21474). Replies are due Sept. 13. FCC, Washington.

## September

**Sept. 1**—Deadline for entries for Abe Lincoln Awards. Information: James Holcomb, Southern Baptist Radio and Television Commission, 6350 West Freeway, Fort Worth 76150.

**Sept. 5**—New deadline for comments in FCC inquiry into fairness doctrine and public interest standards (BC Docket 78-60). Replies are due Oct. 6. FCC, Washington.

**Sept. 6-8**—National Association of Broadcasters seminar on labor relations. Wisconsin Center, University of Wisconsin, Madison.

**Sept. 6-10**—National conference of Information Film Producers of America. Manor Vail Lodge, Vail, Colo.

**Sept. 7**—Legal workshop on political advertising and commercial practices by National Association of Broadcasters. Benson hotel, Portland, Ore.

**Sept. 8-9**—South Dakota Broadcasters Association 12th annual Broadcasters Day. South Dakota State University campus and Staurolite Inn, Brookings, S.D.

**Sept. 9**—Meeting of region 11 of Radio Television News Director Association. Marriott, Springfield, Mass.

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

■ **Sept. 10-12**—Western chapter convention of National Religious Broadcasters. Los Angeles Marriott hotel, Los Angeles. Information: Dr. Elliott Cole, Box 100, Arroyo Annex, Pasadena, Calif. 91109.

**Sept. 10-12**—Nebraska Broadcasters Association annual convention. Holiday Inn, Kearney, Neb.

**Sept. 12-14**—Wescon/78 electronics show and convention. Convention Center, Los Angeles.

**Sept. 13-15**—National Association of Broadcasters executive forum. Sheraton Convention Center, Reston, Va.

**Sept. 13-16**—Michigan Association of Broadcasters meeting. Hidden Valley, Mich.

**Sept. 14-17**—Federal Communications Bar Association's annual seminar. Homestead, Hot Springs, Va.

**Sept. 15**—Deadline for entries in 13th annual Gabriel Awards competition, sponsored by UNDA-USA, Catholic association for broadcasters and allied communicators. Material initially aired in the year prior to June 30, 1978, and which treats issues concerning human values will be eligible. Information: J. Jerome Lackamp, Gabriel Awards, Catholic Radio-TV Center, 1027 Superior Avenue, Room 630, Cleveland 44114; (216) 579-1633.

**Sept. 15**—Deadline for comments on question of whether FCC should reimburse expenses of outside participants to enable a broader range of views to be presented at FCC rulemaking proceedings (Docket 78-205). Replies are due Oct. 15. FCC, Washington.

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

**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.

**Sept. 18-19**—National Association of Broadcasters seminar on directional antennas. Airport Holiday Inn, Cleveland.

**Sept. 18-20**—First national conference of action line writers and broadcasters under sponsorship of Corning Glass Works. Esther Peterson, special assistant to the President for consumer affairs, will be keynote speaker. Corning, N.Y.

**Sept. 20**—Season's first newsmaker luncheon of International Radio and Television Society, with address by FCC Chairman Charles Ferris. Waldorf Astoria hotel, New York.

**Sept. 20-22**—New Hampshire Association of Broadcasters annual convention. Sheraton Wayfarer, Bedford, N.H.

**Sept. 20-22**—Radio Television News Directors Association international conference. Atlanta Hilton hotel, Atlanta.

**Sept. 20-22**—Fall meeting of Minnesota Broadcasters Association. John Summers, National Association of Broadcasters executive vice president, and Earl Stanley of Dow, Lohnes & Albertson will speak. Holiday Inn, Bemidji, Minn.

**Sept. 21-22**—Consultation on "Communications and the Church," sponsored by The Communications Commission, National Council of Churches. Speakers will include FCC Commissioner Abbott Washburn, Representative Richard L. Ottinger (D-N.Y.) and Dr. Paul Stevens, Radio and Television Commission, Southern Baptist Convention. The Interchurch Center, 475 Riverside Drive, and the Kellogg Center of Columbia University, New York City.

■ **Sept. 21-22**—Twentieth eight annual broadcast symposium of IEEE Broadcast, Cable and Consumer Electronics Society. Washington hotel, Washington. Information: Ogden Prestholdt, (202) 296-2315.

**Sept. 22-23**—Common Carrier Association for Telecommunications second annual multipoint distribution service seminar. Marriott Twin Bridges hotel, Washington. Information: Richard L. Vega, (301) 728-6697.

**Sept. 22-24**—American Radio Relay League's 24th national convention. Town and Country Convention Center, San Diego. Contact: San Diego County Amateur Radio Council, P.O. Box 82642, San Diego 92138.

**Sept. 22-24**—Maine Association of Broadcasters meeting. Samoset Rockport, Me.

**Sept. 24-26**—CBS Radio Affiliates board of directors meeting. Arizona Biltmore hotel, Phoenix.

**Sept. 24-26**—Southern Show of Southern Cable Television Association. Marriott motor hotel, Atlanta. Information: Otto Miller, SCTA, P.O. Box 465, Tuscaloosa, Ala. 35401.

**Sept. 25-27**—Council of Better Business Bureaus annual assembly. St. Francis hotel, San Francisco.

**Sept. 25-29**—Seventh International Broadcasting Convention, sponsored by Electronic Engineering Association, Institution of Electrical Engineers, Institute of Electrical and Electronics Engineers, Institution of Electronic and Radio Engineers, Royal Television Society and Society of Motion Picture and Television Engineers. Wembley Conference Center, London.

**Sept. 26**—American Council for Better Broadcasts public conference, "TV Is a Member of Your Family." United Seminary, Dayton, Ohio. Information: ACBB, 120 East Wilson Street, Madison, Wis. 53703.

**Sept. 26-28**—CBS Radio Network Affiliates convention. Arizona Biltmore hotel, Phoenix.

## TAX SHELTER APPRAISALS

Yes, we appraise fixed assets for buyers of radio and television stations seeking a higher base for depreciation purposes. Our list of clients include the IRS. For details, call or write.

George **MOORE**  
AND ASSOCIATES

**MEDIA BROKERS AND APPRAISERS**

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THE ASSOCIATED PRESS  
50 ROCKEFELLER PLAZA  
NEW YORK, N. Y. 10020

To: Broadcasting Magazine  
From: Roy Steinfort, AP

I know you're on deadline for the ad announcing the 600th affiliate signed to the APRadio network.

Here's the picture of Bill Williams, VP and GM of Summit Communications' WREC in Memphis after signing the 600th affiliation agreement. That's Jerry Jackson, AP Broadcast Exec, in center along with Jay Boland, WREC's news director, at right. We had the ad all ready to go. The ad was going to point out that an average of three stations every week see the advantages APRadio has. The copy for that is attached.

But right after WREC added APRadio, we also heard from KYA, San Francisco, WULA in Eufala, Ala. and WPED, Crozet, Va. They all want APRadio. So we're having to redesign the ad. Hope we'll make the deadline.

P. S. --also add WENK, Union City, Tenn. and WGSM-WCTO on Long Island. Also KPEN, Los Altos, Ca. and KZZY, San Antonio.

Roy S-

ROY STEINFORT  
VICE PRESIDENT  
AND DIRECTOR  
BROADCASTING

--and also WCRI, Scottsboro, Ala.,  
WLCO, Eustis, Fla. + KTMS, Santa Barbara.

## APR Advantages...

- ... no clearances
- ... no must-carries
- ... total programming flexibility
- ... over 500 avails, all for your local sale
- ... sales and programming support for affiliates
- ... flexible-length news casts
- ... more sports avails
- ... complete business and financial sales opportunities
- ... feature programming to fit every format
- ... top-flight anchors
- ... hundreds of newscuts per week
- ... regional actuality
- ... compatible with automation



# apradio

... the world's fastest growing network

# **When you get an ENG camera that does spots, sports, spectaculars and more, you're getting video freedom.**

More than 700 TK-76 color cameras are now delivering superb pictures around the world—for news, sports, commercials and documentaries. This tremendous TK-76 acceptance has taken place in less than two years!

## **A portable camera should deliver maxi performance with mini pounds.**

The TK-76 does just that. Its maxi performance features include automatic iris, white balance and flare control, horizontal and vertical aperture correction, comb filter and coring. And the TK-76 encoder produces a full bandwidth signal. Result: superb pictures.

The 20-pound TK-76 is self-contained: no CCU, no backpack. A lightweight battery belt powers it—or you can operate one from any 12V DC source.

Despite its extreme portability, the TK-76 is rugged, weatherproof and reliable. "It just won't quit," is the compliment paid by many users. It warms up in 7 seconds and needs minimal adjustments, even in rough-and-tumble ENG work.

## **To pay off, a portable camera must have the quality for more than news gathering.**

Picture sharpness and colorimetry of the TK-76 compare favorably with large studio cameras. Which is one reason why it is an excellent field production camera for location shooting of commercials and documentaries.

## **See the new video freedom in the TK-76. And in a complete line of TV equipment.**

The new video freedom is yours in the TK-76 and other RCA cameras. In a complete array of broadcast equipment: vans, VTRs, telecine, antennas, transmitters—you name it, we have it.

To get it, contact your RCA Representative, or write us. RCA Broadcast Systems, Camden, N.J. 08102.

# **RCA**



**TK-76. Part of the new video freedom.**

■ **Sept. 28-29**—Midwestern chapter convention of *National Religious Broadcasters*. Hyatt Regency, Indianapolis. Information: Ken Hettinga, Box 212, Surging, Wis. 54174.

**Sept. 29**—*Society of Broadcast Engineers* regional convention. Syracuse Hilton Inn, Syracuse, N.Y. Information: C.F. Mulvey, WIXT(TV) Syracuse.

**Sept. 29**—*Radio Television News Directors Association* region 10 meeting. Western Kentucky State University, Bowling Green, Ky.

**Sept. 29-Oct. 1**—*Massachusetts Broadcasters Association* convention. Sheraton Tara, Framingham, Mass.

## October

**Oct. 1-3**—Conference on "Instant Info: Survival Communications in a Changing World," sponsored by *International Association of Business Communicators* district 6. Jantzen Beach Thunderbird hotel, Portland, Ore. Information: Scott Guptill, 503 226-8520.

**Oct. 1-3**—*Pacific Northwest Cable Communications Association* convention. Outlaw inn, Kalispell, Mont.

**Oct. 2**—Deadline for comments on FCC inquiry into fundraising for educational broadcasting stations (Docket 21136). Replies are due Nov. 1. FCC Washington.

**Oct. 3-5**—Third annual conference on communications satellites for public service users, sponsored by the *Public Service Satellite Consortium*. Washington Hilton hotel, Washington. Information: Polly Rash, PSSC, 4040 Sorrento Valley Blvd. San Diego, 92121.

**Oct. 4-5**—*Ohio Association of Broadcasters* license-renewal workshop and fall convention. Marriott East, Columbus, Ohio.

**Oct. 4-6**—*National Association of Broadcasters* television code board meeting. Harbor Town, Sea Pines Plantation, Hilton Head Island, S.C.

**Oct. 4-6**—*Nevada Broadcasters Association* annual convention. Hyatt-Tahoe, Lake Tahoe, Nev.

■ **Oct. 5**—Forum on the development and application of a marketing information system, sponsored by *Advertising Research Foundation, Business Advertis-*

## Errata

Format of **WOOK(FM)** Washington was incorrectly listed as Spanish in **BROADCASTING'S** July 24 report of top 10 stations in the first 50 markets. Wook operates a rhythm and blues format.

□

Line was dropped from "Fates & Fortunes" item in Aug. 7 issue (page 63), resulting in incorrect description of Tom Eaton background and omitting new position for Richard Ahles. Item should have read: **Tom Eaton**, consultant to WFSB-TV Hartford, Conn. (and responsible for organizing news departments at predecessor WTIC-TV and companion AM-FM stations), appointed regional VP for Post-Newsweek Conn. Inc. **Richard Ahles**, public affairs director, WFSB-TV, assumes additional duties as assistant news director.

*ing Research Council*. Headquarters of Cincinnati Inc., Cincinnati.

■ **Oct. 5-6**—Eastern chapter convention of *National Religious Broadcasters*. Speakers will include former FCC Chairman Richard Wiley and George Gallup. Pinebrook Bible Conference Center, East Stroudsburg, Pa. Information: NRB, Box 2254R, Morristown, N.J. 07960.

**Oct. 6-7**—*Florida Association of Broadcasters* fall conference and management seminar. Tallahassee Hilton, Tallahassee, Fla.

**Oct. 8-9**—*Kentucky CATV Association* fall convention. Hyatt Regency hotel, Lexington, Ky.

**Oct. 11-13**—*Indiana Association of Broadcasters*

fall meeting. Brown Country Inn, Nashville, Ind.

**Oct. 12**—Network president's luncheon, sponsored by Boston/New England chapter of *National Academy of Television Arts and Sciences*. Forum participants will include James E. Duffy, ABC Television Network, Lawrence Grossman, Public Broadcasting Service; Robert Muholand, NBC Television Network, and James H. Rosenfield, CBS Television Network. Antl, s Pier 4 Restaurant, Boston.

**Oct. 12-13**—*National Association of Broadcasters* fall conference. Boston Marriott hotel, Boston.

**Oct. 12-13**—Regional convention and equipment exhibit of *Pittsburgh chapter, Society of Broadcast Engineers*. Howard Johnson motor lodge, Monroeville, Pa.

**Oct. 12-15**—Annual national meeting of *Women In Communications Inc.* Detroit Plaza hotel, Detroit.

**Oct. 12-15**—*Missouri Broadcasters Association* fall meeting. Ramada Inn. Columbia, Mo.

**Oct. 15**—*North Carolina Association of Broadcasters* meeting. Radisson Plaza hotel, Charlotte, N.C.

**Oct. 16-17**—*Advertising Research Foundation* annual conference. Waldorf-Astoria, New York.

**Oct. 16-17**—*National Association of Broadcasters* fall conference. Atlanta Omni hotel, Atlanta.

■ **Oct. 16-17**—Southwest chapter convention of *National Religious Broadcasters*. Sheraton-Century hotel, Oklahoma City. Information: David Webber, P.O. Box 1144, Oklahoma City 73101.

**Oct. 17**—Broadcast Town Meeting for public, sponsored by *National Association of Broadcasters'* radio and TV boards. Charlotte, N.C.

**Oct. 16-19**—*Texas Association of Broadcasters* engineering (16-17) and management (18-19) conference. Galleria Plaza, Houston.

**Oct. 19-20**—*National Association of Broadcasters* fall conference. Hyatt Regency hotel (downtown), Chicago.

■ **Oct. 23-24**—South Central regional technical conference of the *Society of Cable Television Engineers*. Six other conferences will be held at other locations around the country throughout 1978 and 1979. This first meeting will concentrate on CATV construction. Hilton Airport, Nashville.

**Oct. 23-25**—Fourth International Conference on Digital Satellite Communications, sponsored by *Intelsat, Teleglobe Canada, Canadian Society for Electrical Engineering and Canadian Region of the Institute of Electrical & Electronics Engineers*. Montreal.

**Oct. 24**—Second annual "State of the Art" convention of the Kentucky Chapter of the *Society of Broadcast Engineers*. Ramada Inn Bluegrass Convention Center, Louisville, Ky.

**Oct. 25-27**—*Tennessee Association of Broadcasters* annual convention. Hyatt Regency, Memphis.

**Oct. 25-27**—Fall convention of *Kentucky Broadcasters Association*. Site to be announced.

**Oct. 25-27**—*National Broadcast Association for Community Affairs* annual meeting. Copley Plaza hotel, Boston. Information: Paul LaCamera, WCVB-TV Needham, Mass. 02192.

**Oct. 26-27**—*National Association of Broadcasters* fall conference. St. Francis hotel, San Francisco.

■ **Oct. 27-29**—Second annual National Student Broadcasters Convention, sponsored by *WUMB and University of Massachusetts*. Sheraton-Boston hotel, Boston. Information: Nancy Aquinde, (617) 282-2074.

■ **Oct. 27-29**—Convention of *San Francisco chapter of Society of Broadcast Engineers*. LeBaron hotel, San Jose, Calif.

**Oct. 29-Nov. 3**—*Society of Motion Picture & Television Engineers* convention. Americana hotel, New York.

**Oct. 30-31**—*National Association of Broadcasters* fall conference. Brown Palace hotel, Denver.

## November

**Nov. 1**—Broadcast Town Meeting for public, sponsored by *National Association of Broadcasters* radio and TV boards. Duluth, Minn.

**Nov. 2-3**—*Oregon Association of Broadcasters* fall

## Major meetings

**Aug. 20-23**—*National Association of Broadcasters* radio programming conference. Hyatt Regency hotel, Chicago.

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

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

**Sept. 20-22**—*Radio Television News Directors Association* international conference. Atlanta Hilton hotel. 1979 conference will be at Caesar's Palace, Las Vegas; 1980 conference will be at Diplomat hotel, Hollywood-by-the-Sea, Fla.

**Oct. 28-Nov. 2**—*National Association of Educational Broadcasters* annual convention. Sheraton Park hotel, Washington.

**Oct. 29-Nov. 3**—*Society of Motion Picture & Television Engineers* 120th technical conference and equipment exhibit. Americana hotel, New York.

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

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

**Nov. 26-29**—*Association of National Advertisers* annual convention. Camelback Inn, Scottsdale, Ariz.

**March 9-14, 1979**—*National Association of Television Program Executives* conference. MGM Grand hotel, Las Vegas Future conferences: Feb. 15-20, 1980, Hilton, San Francisco; Feb. 13-18, 1981, New Orleans.

**March 25-28, 1979**—*National Association of Broadcasters* annual convention. Dallas. Future conventions: New Orleans, March 30-April 2, 1980; Las Vegas, April 12-15, 1981; Dallas, April 4-7, 1982; Las Vegas, April 10-13, 1983; Atlanta, March 18-21, 1984; Las Vegas, April 7-10, 1985; Kansas City, Mo., April 13-16, 1986; Atlanta, April 5-8, 1987.

**April 20-26, 1979**—*MIP-TV's* 15th annual international marketplace for producers and distributors of TV programming. Cannes, France.

**May 20-23, 1979**—*National Cable Television Association* annual convention. Las Vegas. Future conventions: Dallas, April 13-16, 1980; 1981 site to be selected; Washington, April 3-6, 1982 (tentative).

**May 27-June 1, 1979**—*Montreux International Television Symposium and Technical Exhibit*. Montreux, Switzerland.

■ **June 5-9, 1979**—*American Women in Radio and Television* 28th annual convention. Atlanta Hilton, Atlanta.

**June 6-10, 1979**—*Broadcast Promotion Association* 24th annual seminar. Nashville.

**June 8-13, 1979**—*American Advertising Federation* annual convention. Hyatt Regency hotel, Washington.

**Sept. 24, 1979**—Start of World Administrative Radio Conference for U.S. and 152 other member nations of *International Telecommunications Union*. Geneva.



**QUESTION:**

**WHAT DO THESE STATIONS  
HAVE IN COMMON?**

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conference. Jantzen Beach Red Lion, Portland, Ore.

**Nov. 2-5**—*American Advertising Federation* Western region conference. Waikiki-Sheraton hotel, Honolulu

**Nov. 3-4**—Fifth annual advertising conference of Wisconsin. Sponsored by *state ad clubs, Wisconsin Newspaper Advertising Executives Association* and *University of Wisconsin-Extension*. Wisconsin Center, Madison.

**Nov. 3-5**—Ninth annual Loyola National Radio Conference, primarily for college and high school station personnel, sponsored by *Loyola's radio stations and communications art department*. New Marriott hotel and Loyola University of Chicago's Marquette Center, Chicago. Information: (312) 670-3129.

**Nov. 6**—*Federal Trade Commission* hearing on children's advertising. San Francisco.

**Nov. 8**—*National Association of Broadcasters* radio code board meeting. New Orleans.

■ **Nov. 8-10**—Satellite Communications Symposium of *Scientific-Atlanta*. Emphasis will be given to earth stations and video programing. Atlanta.

**Nov. 9-10**—*National Association of Broadcasters* fall conference. Fairmont hotel, New Orleans.

**Nov. 9-12**—*National Association of Farm Broadcasters* fall meeting. Kansas City, Mo.

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

**Nov. 15**—Deadline for comments on *FCC's* proposed extension of multiple ownership rules to public broadcasting stations. Reply comments are due Dec. 15. FCC, Washington.

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

■ **Nov. 16-18**—*Arizona Broadcasters Association* fall convention and annual meeting. Radisson Resort, Scottsbluff, Ariz.

**Nov. 20**—*Federal Trade Commission* hearing on children's advertising. Washington.

**Nov. 26-29**—*Association of National Advertisers* annual convention. Camelback Inn, Scottsdale, Ariz.

**Nov. 26-30**—Annual conference of *North American Broadcast Section-World Association for Christian Communication*. Bahia Mar Resort, South Padre Island, Tex. Information: Rev. Ed Willingham, 600 Palms building, Detroit 48201.

**Nov. 29-30**—Western conference of *Advertising Research Foundation*, Hyatt Regency, Los Angeles.

**Nov. 30**—Presentation of annual Gabriel Awards of *UNDA-USA*. Bahia Mar Resort, South Padre Island, Tex.

## December

**Dec. 4-5**—*National Cable Television Association* board meeting. Anaheim, Calif.

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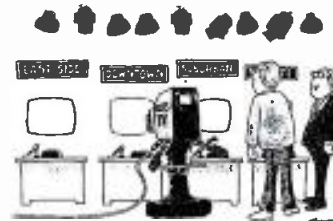
## Not funny

EDITOR: I have just finished your article on former FCC Commissioner Nicholas Johnson and his testimony before the House Communications Subcommittee on the communications rewrite [BROADCASTING, July 24]. It is amazing to me that this man can continue to warrant space in major publications while equal time is not made available for the views of Ronald McDonald. Mr. McDonald admits to being a clown while Mr. Johnson's comments are taken seriously.

The extent of Mr. Johnson's knowledge of broadcasting becomes known when he is quoted as saying "there is no competition in broadcasting. We have got a monopoly on every channel." I have often wondered why Mr. Johnson doesn't put his money where his mouth is, so to speak, and buy a broadcast property.

We broadcasters have it so easy. We have no competition, the money just comes rolling in. We all live in palatial homes by the seashore and spend the majority of our time trying to figure a new way to "shaft the public." Yet with all these obvious advantages, Mr. Johnson has not seen fit to mortgage himself to the hilt and follow suit.

Until I learn something to the contrary, I will assume that the House Communications Subcommittee knows how to separate fact from fiction and substance from fertilizer. That's considerably more leeway than Nicholas Johnson would give me as a broadcaster. — *Tom Joyner, president, Atlantic Broadcasting Corp., WPVA-AM-FM Petersburg, Va.*



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## Deja vu

EDITOR: The July 31 cartoon [above] brought back amusing memories of a thousand years ago when I was general manager of WEAJ (now WNBC), the pre-television AM flagship of NBC. We developed a local news program, "modeled it after the network," and called it *Metropolitan News Roundup*, with telephone line, remote pickups from the city rooms of the *Brooklyn Eagle*, the *Newark Star Ledger*, the *Long Island Daily Press* and the White Plains newspaper of the Macy chain.

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(Mr. McFadden, who retired from NBC after 28 years, was later an airline executive, is now executive director of the Dade county unit of the American Cancer Society.)

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## Top of the Week

### Rewrite for the rewrite

**H.R. 13015 will not go to mark-up this year, Van Deerlin says, and new bill next year will be changed in more than number; if cable has its way, it will be in with AT&T out**

The proposed new Communications Act will not be placed before the House Communications Subcommittee for mark-up before there is first a rewrite of the rewrite.

As witnesses at the fourth week of hearings on the bill continued to call for changes, Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) told BROADCASTING last week that he will not call for a mark-up this year. He said he will postpone that step, which will offer the first clear indication of how the measure stands up under legislative scrutiny, until next January when he will offer up a new bill—not just a renumbered version of the present H.R. 13015.

The new measure will likely have a new Republican co-sponsor as well. With the current co-sponsor, Lou Frey (Fla.), retiring for a run at the Florida governorship, Mr. Van Deerlin hopes to win over the next ranking Republican on the subcommittee. Who that will be depends on the outcome of this fall's congressional elections and on the subsequent shifts in leadership of the Commerce subcommittees next year. Speculation so far has centered on either Representative James Broyhill (R-N.C.), who is currently ranking minority member on the Consumer Protection and Finance Subcommittee, or on Clarence Brown (R-Ohio), a former ranking Republican on the Communications Subcommittee who now holds that post on the Energy Subcommittee ("Closed Circuit," July 17).

Representative Van Deerlin said at the introduction of his new Communications Act that he considered it "only a starting point," perhaps open to some of the amendments that have since been suggested in hearings. He has since indicated his willingness, for instance, to draft a "public interest" standard, which is absent from the rewrite, but which some have argued is necessary to insure protection of the consumers in communications. He also is mulling over suggestions to in-

clude cable television in the bill, a federal regulatory mandate for which is also absent now (BROADCASTING, July 24).

Asked last week for more specifics about contemplated changes, Mr. Van Deerlin declined to answer. "It is too early", he said.

There was no shortage of suggestions for him from last week's witnesses, testifying on the telephone portions of the bill. Among the witnesses—who included FCC Chairman Charles Ferris, Commissioners Joseph Fogarty and Margita White, and the National Telecommunications and Information Administration head, Henry Geller—were representatives of the cable industry, who said that the bill's provisions affecting common carriers were, to them, the most unsettling of all.

The primary target of their fire was the permission given in the bill to telephone companies to provide broadband telecommunications services, from which they are currently excluded. As the world's biggest corporation, AT&T could enter cable and "cross-subsidize" the operation until all other cable systems were driven out of business, said Robert Schmidt, president of the National Cable Television Association. And Mr. Schmidt had no doubt of Bell's intention to compete with cable.

AT&T Vice Chairman William Ellinghouse, in earlier hearings, told the subcommittee that his company has no designs on cable. But Mr. Schmidt characterized the denial of interest "an artful, semantic dodge." Bell may not be thinking of retransmitting over-the-air television

signals, but it is interested in providing other services that cable systems are developing, he said. He quoted Richard Hough, AT&T executive vice president, domestic telecommunications, as saying, "I don't want anyone to get the mistaken idea that broadband services are not part of the business of the telephone company."

Mr. Schmidt said telephone companies have a history of anticompetitive practices that have hurt cable: There have been instances, for example, in which telephone companies refused to attach cable's wires to their telephone poles, or charged pole rentals so high as to make it impractical for cable to use them, he said.

Mr. Schmidt urged that the rewrite retain the pole-attachment law, the bill enacted this year placing restraints on cable pole rates, as well as the prohibitions against AT&T's entering businesses other than telephones.

"We submit to you that the telephone monopoly today has control of our lifeline," Mr. Schmidt said. "We must attach our cable to their poles or else lease capacity on their cable. This bill has removed the cable industry's ability to compete with that monopoly."

Stephen Effros, executive director of the Community Antenna Television Association, was equally adamant against telephone entry into cable. He presented a scenario wherein the telephone companies would soon be grabbing control of more and more parts of broadband operations until they reached the point where they



Thurston



Shooshan



Gabbert

**Going public.** While House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) held down the fort at hearings in Washington, subcommittee chief counsel Harry M. (Chip) Shooshan took the defense of the bill to New York last Monday. Appearing on WNEW-TV's *Midday Live* program, he was confronted by the National Association of Broadcasters' chairman, Donald Thurston, who criticized the bill's proposed license fee. Referring to the staff's model fee schedule, under which New York VHF's would pay over 80% of their pretax income yearly, Mr. Thurston commented: "If that's the kind of economics that's going to give us a great new television industry, I just don't understand it." He added, "The [present] system's working just fine. What you would do is swap regulation for conscience money, and I can't abide that." NAB remains uncommitted toward the bill, nonetheless, Mr. Thurston said. "Some parts [we] like very, very much ... It's impossible to come down in favor or totally against." National Radio Broadcasters Association President James Gabbert stayed aloof of the discussion of television, but pressed his defense of radio deregulation in the rewrite. NRBA has called it the best thing that's happened to radio.



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would even insist on control over manufacture of television sets, for reasons of cost economy. Mr. Effros argued that the very size of AT&T is antithetical to the notion of diversity. The company would be unwilling to involve itself in services with limited appeal, he said, and therefore would tend to stifle the technological innovations that cable is capable of.

"We are totally in favor of competition in the marketplace," Mr. Effros said. But there can be no fair competition with AT&T, whose power is "awesome," he said.

Mr. Schmidt and Mr. Effros repeated their arguments against deregulating cable at the federal level, as the rewrite proposes, while leaving it subject to regulation by the states and municipalities. The bill would wipe out the FCC's signal carriage restrictions, but, said Mr. Effros, "there is nothing in the bill to specifically indicate that that same signal carriage regulation cannot be taken over by the states and cities." He urged the subcommittee to add one sentence to the bill, preferably within the broadcasting chapter, making it clear that the states may not take up where the FCC left off in program regulation.

As for adding a new cable chapter to the bill, Mr. Effros opposed the suggestion. Such an action might lead to unforeseen forms of cable regulation in the future, he said, "and the camel's nose under the tent is something we fear."

Mr. Schmidt, on the other hand, acknowledged other areas in which it might be prudent to regulate cable "in the public interest." Asked by subcommittee member Timothy Wirth (D-Colo.) if NCTA would accept a requirement, for instance, requiring cable systems to make channel space and facilities available for community access programs, Mr. Schmidt replied that his association would "listen to those proposals."

The question had been prompted by the testimony of David Hoke of the National Federation of Local Cable Programers, York, Pa., who argued that access programming on cable is inadequate now and would dwindle without some "minimum safeguards" from the federal government.

Offsetting the cable representatives' complaints, the chairman of the New York State Commission on Cable Television, George Cincotta, argued that cable's fears of state regulation are unfounded. "These governments recognize the value of liberal development of cable television services and share, in fact lead, the federal goal of competitive rather than regulatory controls," he said. But the New York commission itself became the target of the cable witnesses' argument. It was pointed out at the hearing that the New York panel is supported by a staff of 32 and a budget of \$1.2 million, which compares with the FCC's cable operation of 79 staffers working with a budget of \$1.7 million. Yet the New York commission regulates only 7% of the nation's cable business, Mr. Schmidt said, adding that he could imagine bureaucracies of similar size growing

in other states.

The proposed federal deregulation of cable together with the possible entry of the telephone companies into the business were a problem commented on by FCC Commissioner White. She wondered what the result would be if the federal government regulated telephone services, while only the states had jurisdiction over cable, which might also be offering two-way services. "If the two services are in overlapping markets, to which jurisdiction does the public resort to insure there is full and fair competition or question whether there is cross-subsidization within either service?" she asked.

## NBC wins round in 'Born Innocent' case; S.F. judge declares nonsuit

**Plaintiff, who argued negligence, was forced to prove that network intended to incite real-life rape that imitated made-for-TV version; decision is held First Amendment victory; further appeals expected**

The First Amendment pendulum that has been swinging away from broadcast and other media more often than toward them (the Supreme Court "dirty words" decision, the Farber jailing in New Jersey) changed its direction last week. In San Francisco, Superior Court Judge Robert Dossee awarded a "nonsuit" judgment to NBC and Chronicle Broadcasting Co. (KRON-TV) in their defense of the "Born Innocent" case. The court, essentially, reiterated its pretrial ruling (BROADCASTING, Aug. 7) that the central issue was the First Amendment and the overriding constitutional principle that dramatic materials is to be protected under it.

The action—a suit asking \$11 million—had been brought by Valerie Niemi against the broadcasters for damages resulting from alleged negligence in showing the made-for-TV movie, "Born Innocent," which the plaintiff said was the proximate cause of her daughter, Olivia, then 9 years

old (on Sept. 14, 1974), being artificially raped in a manner similar to that portrayed in the film broadcast four days earlier. The movie portrayed a teen-age runaway being sexually assaulted by girls in a reformatory, wielding the handle of a plumber's plunger. In real life, Olivia was assaulted by a beer bottle wielded by three girls (10, 14 and 15) and a boy (15) on a San Francisco beach.

The plaintiff had argued that negligence, not free speech, was the issue. Her case was made untenable after Judge Dossee's ruling, which, in effect, held that the broadcasters could be found guilty only if it were proved they intended the real-life rape to happen.

(There are narrow exceptions of speech unprotected by the First Amendment, and the only one the court found of conceivable application was that of speech directed to inciting or producing imminent lawless action, and which is likely to produce such action; the precedent is found in the landmark case of *Brandenburg vs. Ohio*. It has been further held that this definition of incitement depends also on intent, and plaintiff's attorney, Marvin Lewis, repeatedly said last week that "I have no evidence and it is ridiculous to say NBC ever intentionally advocated or abetted rape. A lawyer would have to be idiotic to present such a case.")

Mr. Lewis had framed his pleadings in a purely negligence context. In his opening argument last Tuesday, he said he was ready to prove that the rape scene in "Born Innocent" caused harm; that NBC had a legal duty not to show that scene at that time in that fashion (at 8 to 10 p.m. Eastern and Pacific time, 7 to 10 central and mountain); that there was a strong foreseeability that a third party would commit such a crime; that the broadcasting of the film was the proximate cause of the rape (he cited depositions that the attackers had seen or heard of the film, and that psychological tests indicated that, unprompted by the film, they would not have considered the attack).

In the end, the court found that negligence could not deprive speech of its First Amendment protection.

Mr. Lewis seemed ready to embark on a new round of appeals. He said that a writ of mandamus would be taken to the California Court of Appeals, arguing that

**From out of the past.** The plaintiff's strongest argument in the *Born Innocent* case seemed to be based on a case in which a Los Angeles radio station (RKO General's KHJ/AM) in 1970 staged a series of promotions in which listeners were told that the first to find a "peripatetic" disk jockey and correctly answer a question would receive a cash prize. As two listeners raced to a location they forced another driver off the road, causing his death. The station was held liable (Aug. 21, 1975), the court holding that its contention that the giveaway contest must be afforded First Amendment protection was clearly without merit. The issue in that case (*Weirum vs. RKO General*) was civil accountability for the foreseeable result of a broadcast which created an undue risk of harm to the decedent, the court holding that the First Amendment did not sanction the infliction of physical injury merely because it was achieved by words rather than acts. This was the same language plaintiff's attorney, Marvin Lewis, tried to use last week, but the court clearly distinguished the two cases in that the radio station had directly urged its listeners to action that might cause them to drive recklessly while Mr. Lewis said he would not and could not prove any direct urging on NBC's part.

Judge Dossee acted in excess of his jurisdiction. That action would be based on Mr. Lewis's theory that the California Court of Appeals, the California Supreme Court and the U.S. Supreme Court had already told him he could argue his case before a jury on the negligence theory of his pleading. He said that to force his client to argue the First Amendment, not in his pleadings, was a denial of her Sixth Amendment right to a fair trial. The trial court, however, concluded that the crucial appellate court decision thoroughly discussed the First Amendment incitement exception and did not absolve the plaintiffs of the burden of proving intentional incitement.

Mr. Lewis said he expects action on his writ within a few weeks, but added that the losing side will surely go all the way to the California and U.S. Supreme Courts. Essentially, this means at least another two years before a final decision is reached.

Mr. Lewis expressed the view that he has already won a victory because of the therapeutic effect of his case on TV, and said that violence has been toned down since the "Born Innocent" broadcast and the great amount of attention brought to the problem. He emphasized his renewed will to continue the case for the benefit of Mrs. Niemi and her daughter and adamantly claimed that no one should be absolved of civil liability because of the First Amendment. If so, there is a wrong without a remedy, he said.

NBC, on the other hand, was quietly jubilant. It issued a statement saying the judge's ruling "reaffirms the social benefits of the First Amendment. The plaintiff's legal theory, if upheld, would have had a stifling and chilling impact on the ability of broadcasters to present meaningful drama. More significantly, it would have posed an awesome threat to all media, including publishing and journalism, by shifting the accountability for deviant criminal acts to them and away from the responsible persons."

#### **Unresolved pros and cons of 'Born Innocent': NBC, cut off by its victory in the court, goes public on its own**

The abrupt dismissal of the "Born Innocent" case left unresolved questions both sides had been prepared to argue as to the cause-and-effect relationship between the fiction on the air and the reality on the beach four days later. Despite its satisfaction with the judge's decision, NBC feels it continues to suffer in a public relations sense, as commentators (the *Washington Post*, for one) express the view that, whatever its constitutional protection, NBC was somehow at fault. The network argues the contrary, that the crime was not stimulated by the movie.

Plaintiff's attorney, Marvin Lewis, got his side on the record before the case was dismissed. NBC, cut off at the pass by the judge's dismissal, went public on its own last week—in conversations with BROAD-

CASTING magazine editors—to tell its side.

Mr. Lewis had argued that NBC was deliberately exploitative in presenting the film in the new season's premiere week, and had written directives to Tomorrow Entertainment, the producers, concerning "Introduction of 'Johnny' [the plumber's tool] Into Chris [the rape victim, played by Linda Blair]." Further, he said NBC had actually aimed the movie at children, scheduling it at an early hour, advertising it in tandem with "Born Free" (an animal film) and enlisting such advertisers as Walt Disney (Disney dropped out, along with 14 others, before actual air date). On-air promos for "Born Innocent" featured the rape scene.

Mr. Lewis said one of the girls involved in the attack, Sharon Smith, who was 14 at the time, said she had seen promos for the film and that many of the youngsters on her school bus had talked of the rape scene. Mr. Lewis also said Sharon expressed the view she had been influenced by what she heard of the movie, even though she did not think she had gone to the beach with the thought of acting it out.

Mr. Lewis also cited what he said was the action of the teen-age boy who joined the three girls in committing the assault. He said the boy, William Thomas, had provided the beer bottle and remarked, during the assault, "Are you doing it just like it was done in the picture?"

The NBC version differed from the thrust of Mr. Lewis's argument. Jay Gerber, associate general counsel, said NBC has a deposition from Sharon in which she says she did not see the film. However, Mr. Lewis said he has a deposition from her stating she did.

And while the teen-age boy appears to have referred to the movie during the assault, NBC's research indicates "Born Innocent" was not the movie he had in mind. It says Thomas had asked if the girls had been watching "The Exorcist."

And Sharon's answer, as provided by Mr. Gerber, suggested another dimension to the case. "No," said Sharon, who is black, "I'm just getting at white people for what they have done to me."

As for Sharon's information regarding the rape scene, Mr. Gerber said three persons were said to have provided it. Of the two NBC was able to contact, one was a boy who had seen the movie but missed the crucial scene and was informed of what had happened by his mother.

Furthermore, NBC lawyers cite the victim's (Olivia Niemi's) statement to police which indicated she and a friend had been subjected to considerable torment before Olivia was attacked with the bottle. She said they had been stripped of their bathing suits, slapped, made "to lick each other's butts . . . get on top of each other [and] lay on a bush."

There is also a conflict over the state of Sharon's mind. The two sides agree that Sharon had been sexually abused by her stepfather. But Mr. Lewis said that a psychological examination ordered by a court had concluded that while she had the kind

of aggression that could be triggered by a scene like that in "Born Innocent," she had no tendency to commit such a "novel crime" (he said witnesses would testify such a sexual attack was unheard of in the correction field).

Mr. Gerber, on the other hand, said that Sharon's psychiatrist was prepared to testify that "the molestation by her stepfather was more significant than watching a television program, assuming she'd seen it."

## **Split decision at the ABA: Broadcasters lose on courtroom TV, win on advertising**

**But it may not be as bad as it looks: journalistic access will be considered again in February, and signs are good; FCBA keeps its seat; lawyers take pro-press stand on leaks**

Broadcasters lost in the main event but won in three of their preliminaries with the nation's legal establishment last week. The governing House of Delegates of the American Bar Association (meeting in New York) deferred action on the issue of cameras in the courtroom. But:

- The ABA approved a standard saying that members of the news media should not be held in contempt of court if leaks are broadcast or published.

- Lawyer advertising, for the past year limited to print and radio, was extended to television.

- The Federal Communications Bar Association withstood a challenge that would have stripped it of representation in the House of Delegates.

The standard, however, that would have made "clear that television, radio and photographic coverage of judicial proceedings is not per se inconsistent with the right of a fair trial" was eliminated from an over-all package of recommendations by a voice vote. The passage also said "coverage of this nature should be allowed if it does not interfere with the conduct of the trial. Further, the court has the duty to maintain strict control over any broadcasting which may be permitted."

The action on courtroom coverage is seen more as a delay than an outright rejection. Further study was said to be needed and the subject is to be taken up again at the ABA's February meeting. Nevertheless, considerable skepticism remains among many ABA delegates who contend cameras would have an impact on proceedings.

Others are understood to want more than just a standard saying TV coverage "is not per se inconsistent with . . . fair trial" but also guidelines for such

coverage. When the issue comes up in February, it is expected that guidelines will be offered—including one that might give an accused the right to block coverage.

Following the deferral, there was little indication that it was being taken as a major setback. Ernie Schultz of KTVY(TV) Oklahoma City, president of the Radio Television News Directors Association, for one, was confident of eventual passage, especially in light of a 49-to-1 vote by the Conference of State Chief Justices earlier this month that courtrooms be opened to cameras and microphones (BROADCASTING, Aug. 7). "It's all over but the shouting. I think we're in," he said.

(The ABA's decision not to sanction cameras in the courtroom has no direct regulatory bearing on those state jurisdictions that currently allow such coverage.)

The news media won a victory, however, with standards regarding gag orders and contempt of court citations.

An anti-gag provision was passed: "No rule of court or judicial order shall be promulgated that prohibits representatives of the news media from broadcasting or publishing any information in their possession relating to a criminal case." This standard was said to be in response to the Supreme Court's *Nebraska Press Association vs. Stuart* decision strictly limiting prior restraint.

Another standard says that "pre-trial proceedings and their record shall be open to the public, including representatives of the news media." Although it spells out "pre-trial," it is understood to extend to

the various phases of criminal court proceedings.

There are exceptions and alternatives informally offered to judges who believe public disclosure and the like could jeopardize fair trial. In commentary published in report form, judges are encouraged to look into such procedures as continuance, change of venue and sequestering the jury, among other means.

The crucial "contempt" standard passed last week says that "a representative of the news media who receives information, through the misconduct of others [leaks] in violation of a valid order . . . shall not be subject to contempt . . . for the further dissemination of that information unless the information is acquired by means of bribery, theft or fraud."

The report accompanying this standard stresses that a reporter is "constitutionally protected" when information is being searched out. "It would be incompatible with that function to expose the reporter to possible penalties because the reporter's sources violated an obligation imposed directly upon them," the commentary says. However, it adds that when a reporter is "actively subverting" court orders by bribery and the like, there is "no justifiable claim to constitutionally protected status."

Key to the revised fair trial/free press standards is the insertion of language stating specifically that gag orders and contempt cannot be employed unless "a clear and present danger to the fairness of the trial" is shown. Such a phrase is being viewed as an increased recognition of the

public's right to know.

Pre-trial and trial proceedings, for example, may still be closed to the public in some instances, but the "clear and present danger" wording would put a greater burden of proof upon judges. Similarly, lawyers may still be subject to disciplinary action for revealing such information as prior criminal records and confessions. But no longer do such extrajudicial statements alone warrant punishment.

And while court personnel and jurors may be instructed to remain silent, the standards say that a judge may only caution witnesses and parties (plaintiffs and defendants) not to discuss the case. As explained in the report, "once parties and witnesses in a criminal case are outside the courtroom, they have the full prerogatives of any private citizen to question, criticize or condemn. . . ."

Press freedom issues weren't limited to House of Delegates voting during the ABA convention. During a panel on "Search and Seizure of the Media," Richard S. Salant, CBS News president; A.M. Rosenthal, executive editor of the *New York Times*, and Tom Brokaw, host of NBC's *Today* show, were on common ground, contending that if the pattern of recent court decisions continues, news gathering will be seriously hampered, especially from confidential sources. References were made to the *Stanford Daily* Supreme Court case allowing newsroom searches and to M.A. Farber, *New York Times* reporter jailed for not giving his notes to a judge (page 70).

There were others on the panel who saw

## InBrief

**Field hearings on Communications Act rewrite begin Friday** (Aug. 18) at John S. McCormick Post Office & Courthouse, Boston, with FCC Commissioner Joseph Fogarty, Leo Beranek (wcvb-TV), Arnold Lerner (WLLH(AM)-WSSH(FM) Lowell, Mass.) and David Ives (noncommercial WGBH-TV) scheduled to testify. Rewrite also goes on road to: Dirksen Federal Building, Chicago, Aug. 22; Moot Courtroom, University of California at Los Angeles School of Law, Westwood, Calif., Aug. 25; Federal Center, Lakewood, Colo., Aug. 31; Trenton, N.J., Sept. 8, and U.S. Court of Appeals, New Orleans, Sept. 23.

NBC-TV leads field with 124 nominations in 1977-78 **Emmy award nominations**. ABC-TV has 92, CBS-TV 88, PBS 32 and syndicated programs 13. NBC's miniseries *Holocaust* had most nominations (16) of any program.

FCC has **renewed licenses** of Belo Broadcasting Corp.'s **WFAA(AM)-KZEW(FM) Dallas**, has denied competing applications of Maxwell Broadcasting Corp. Commission action upholds decision of Administrative Law Judge Thomas B. Fitzpatrick, who in initial decision had held that Maxwell was financially unqualified and did not have reasonable assurance of availability of its proposed transmitter site.

FCC last week **conditionally renewed** license of RKO General Inc.'s **WOR-TV New York**. Commission had previously denied competing application of Multi-State Communications for station on WOR-TV's channel 9, but later ordered additional hearing to examine whether RKO had complied with ascertainment requirements. RKO was admonished for

serious defect in compositional study and community leader survey of women, but FCC said imposing sanctions now for failure to comply with standards that might have been unclear when renewal was being prepared in 1971 would be unfair. Renewal is subject to any action commission might take in renewal proceeding involving **WNAC-TV Boston**.

After 17 years of struggling with what was then **KGBS(AM) Los Angeles** as daytime-only, **Storer Broadcasting** finally won FCC approval (in late 1976) to operate as full-timer with 50 kw on 1020 khz. But success Storer hoped would follow has been elusive, and last week it announced that station—now **KTNQ**—**is on block**; interested parties were directed to its broker, Ted Hepburn Co. Storer President Peter Storer estimated value between \$8 million and \$12 million. Company also owns **KGBS(FM)**, w/o operate a 5 full-timer with it "for now." In companion move, Storer said **Jeff Williams**, general sales manager of both stations, has been named general manager, succeeding Paul Cassidy, who resigned last month.

FCC Commissioner **Joseph Fogarty**, participant in last week's Communications Act rewrite hearings, endorsed suggestion of **dual leadership** for U.S. delegation to **WARC '79**. In colloquy with subcommittee member Barbara Mikulski (D-Md.), Mr. Fogarty said there should be co-chairman from FCC for delegation—currently being overseen by State Department—and he nominated his colleague, **Commissioner Robert E. Lee**, participant in previous WARC conferences. Delegation currently has single chairman, former FCC Commissioner Glen O. Robinson.

**Mobil Oil Corp.** says natural gas deregulation piece on ABC News's **20/20** last Tuesday (Aug. 8) was "highly distorted and biased editorial statement." Mobil asked for **five minutes on show** "solely limited to an examination of your show's inaccuracies and omissions."

Georgia State Senator **Julian Bond** and Atlanta Chapter of NAACP have



the fair trial/free press issue differently. Outgoing ABA President William B. Spann Jr. of Atlanta said that the relevance of reporters' information can't be judged by journalists but must be determined by trial judges studying the information secretly. If a judge finds material evidence, Mr. Spann added, he can require its presentation in open court.

Regarding advertising, the ABA House of Delegates, by a 141-to-69 vote, extended the rules to television. They remain consistent with those approved last year, allowing general information and certain prices (BROADCASTING, Aug. 15, 1977). Part of the proposal offered the house included a ban on testimonials, comparative statements and the like, if TV were to be included. That element did not pass.

Of the debate on advertising before that over-all section was passed, the concern was more about legal advertising in general than advertising on TV specifically. And, as with other broadcast-related issues acted upon, discussion was short compared to the lengthy arguments about ABA internal matters.

On another front, the Federal Communications Bar Association held onto its seat. In an effort to trim the size of the House of Delegates, votes were taken to eliminate certain representatives. Although a majority favored FCBA's removal, 156-118, the necessary two-thirds majority was not reached. That seat currently is held by Linda A. Cincinnati of the Washington firm of Arent, Fox, Kintner, Plotkin & Kahn.

## Dial-a-Secretary: New White House plan makes it easy for TV

**Want to have an exclusive with a member of Carter's cabinet? Call (202) 456-1414 and ask for Kevin Gorman; it's another part of Mr. Rafshoon's PR offensive**

Four television stations in major markets in various parts of the country, over a period of three days a week ago or so, blossomed forth in their local evening news programs with exclusive, taped interviews with Secretary of Energy James Schlesinger.

It wasn't entirely a matter of enterprise on the part of the stations. While the interviews—conducted by long distance telephone and taped—were under the control of the stations' news departments, they were also a function of a pilot program initiated by the White House aimed at getting the administration's message across to the public.

The stations—WSB-TV Atlanta, WTMJ-TV Milwaukee, WTVJ(TV) Miami and KBTV(TV) Denver—were among a group that members of the White House Office of Media Liaison had contacted with invitations to interview the cabinet secretary. The technique is not new; indeed, it had been used occasionally by the Carter camp in the



Secretary Schlesinger



WNAC-TV's Mitchell

presidential campaign, and the idea of implementing it at the White House had been kicking around for some time. But it wasn't until the idea was put to Gerald Rafshoon, the President's new assistant for communications, several weeks ago,

**gone to court** (U.S. District, Atlanta) in effort to force FCC to add "nigger" to list of "seven dirty words." It follows Mr. Bond's failure to persuade FCC to ban word in political broadcasts of J. B. Stoner, who lost in campaign for Democratic nomination for Georgia governor (BROADCASTING, July 31.)

□

**PTA's analysis** of spring 1978 TV programming gives highest ratings to: *Donny and Marie*, ABC; *60 Minutes*, CBS; *Grizzly Adams*, NBC; *The Waltons*, CBS; *Little House on the Prairie*, NBC; *Young Pioneers*, ABC; *Julie Farr MD*, ABC; *World of Disney*, NBC; *Happy Days*, ABC; *Eight is Enough*, ABC. Worst: *Chuck Barris's Rah Rah Show*, NBC; *Ted Knight*, CBS; *Roller Girls*, NBC; *Joe and Valerie*, NBC; *Sugar Time*, ABC; *Husbands, Wives and Lovers*, CBS; *AES Hudson Street*, NBC; *Kojak*, CBS; *Another Day*, CBS; *Maude*, CBS. PTA says it continues to be concerned about violence on television, most evident in networks' prime time movies. CBS's are worst movies, it says, while NBC has made greatest improvement since previous season.

□

**O'Connor Creative Services**, syndicator of Ronald Reagan's radio show, among others, has signed another well-known conservative to stable: **Howard Jarvis**, co-author of California's Proposition 13. It's reported he will fly to any city for broadcast town meetings to discuss ways to cut government spending. Show will be available in early September.

□

**William Sheehan**, former president of ABC News—now senior VP—who was replaced by Roone Arledge last year, is expected to join Ford Motor Co., Detroit, in high public relations capacity in September.

□

**James C. Roddy**, VP of Rollins Media Group, owner of six radio and three TV stations, two cable systems and outdoor advertising facility, appointed president.

**Burton (Bud) Benjamin**, executive producer of *CBS Evening News with Walter Cronkite*, appointed VP and director of news, CBS News, succeeding William J. Small, recently named CBS vice president, Washington (BROADCASTING, Aug. 7). Replacing Mr. Benjamin is **Sanford Socolow**, CBS News VP, Washington. **Ed Fouhy**, Washington-based producer of *Evening News*, succeeds Mr. Socolow in Washington. **John Lane**, senior producer of *Evening News*, becomes VP-deputy director of news, and **Don Richardson**, who has been deputy director of news, named executive assistant to VP-director of news.

□

**Larry F. Derby**, chief economist and acting chief (since July 14) of FCC Common Carrier Bureau, named to succeed Walter Hinchman as bureau chief. Mr. Derby had been scheduled to join Senate Commerce Committee as staff economist, was **snatched back** by FCC at last minute.

□

**Samuel M. Sharkey Jr.**, FCC public information director for past four years, left commission Friday—"permitted to retire in lieu of disciplinary action for unauthorized disclosure of commission documents."

□

**Major General Gil Herman**, USAF, reportedly highest ranking officer from broadcast field in military reserve, is on active duty in Washington and Los Angeles, consulting with American Forces Radio and TV Service. He returns to post as CBS-TV network production control manager upon completion of tour Aug. 20.

□

**Leon Levy**, 83, broadcast pioneer who bought WCAU(AM) Philadelphia in 1925 with his brother, late Isaac D. Levy, died at his home in Philadelphia Aug. 9. Station was Columbia Broadcasting System's first affiliate; Dr. Levy served as director of CBS Inc. from 1927 to 1977. He is survived by wife, former Blanche Paley, sister of William S. Paley, chairman of CBS; two children, Robert Paley Levy and Mrs. Lynne Barris, and six grandchildren.

and he gave the go-ahead, that the program was implemented.

Essentially, viewers in the four markets saw the stations' anchorpersons or correspondents putting questions by telephone to Mr. Schlesinger, and his answers in response. And efforts were made to localize the discussion. In Denver, for instance, Roger Ogden directed the interview toward oil shale and coal as energy sources.

In each case, a camera crew at the station taped the person conducting the interview, while in Washington, a crew of government employees taped Secretary Schlesinger as he looked head-on into the camera while talking into a speaker-phone. At the conclusion of the interview, the Schlesinger tape was shipped to the station, which put it together with the tape of the interviewer in a finished piece of something over one minute—two minutes in one case.

Thus, along with White House plans for an increased number of presidential news conferences in cities other than Washington, the dial-a-secretary idea offers the administration an opportunity to get around, or through, the Washington press corps to the public.

Essentially, the plan calls for those running the program to ask a cabinet secretary or high government official whose area of responsibility is in the news to set aside a block of time on a given day to participate in interviews with local television reporters. Stations around the country are then called to ask if they want an exclusive interview in a week or so. (Selections of stations are made pretty much at random, according to Patricia Bario of the Office of Media Liaison. Geographic distribution is one criterion, however.) Those that do are provided with background information on the official and his or her area of respon-

sibility within the administration.

The idea is still in the development stage: Kevin Gorman, of Mr. Rafshoon's staff, who has played a large part in developing the program, calls it "an idea we hope will work out." The White House is not yet committed to it on an ongoing basis.

In describing the plan last week, Mr. Gorman said: "Cabinet secretaries have a limited amount of time to do media things. Normally, the Washington-based media get them. So on an experimental basis, we're opening up to stations around the country a chance for five-to-10-minute interviews with a cabinet secretary. And they control the questions."

It's a fairly inexpensive operation all around. The government's major out-of-pocket cost is the long-distance telephone calls, which are paid for by the agency represented in the interview. The taping equipment is government-owned, and the White House asks the stations to please return the cassettes.

The Schlesinger interviews were conducted over a period of several hours on Aug. 2. (Minor emergencies demanding the secretary's attention interfered with the taping schedule. "The taping is subject to the whims of the secretary's office," Mr. Gorman acknowledged. "It's a crap shoot.")

And today (Monday), more are planned with Secretary Schlesinger. (One reason he's going first is that the White House feels energy is an important issue throughout the country. Another reason, however, is that Mr. Gorman, who is detailed to Mr. Rafshoon's staff, is permanently assigned to the Energy Department.) Ms. Bario said "seven to nine" stations have agreed to participate, but she declined to identify them before the interviews were conducted.

■ The success of the program remains to be determined. Two stations that accepted offers to interview Secretary Schlesinger did not use the resulting pieces. A spokeswoman for KHJ-TV Los Angeles said the news director, Stephanie Rank, felt the secretary's answers were "too general . . . to static." WNAC-TV Boston planned to use a one-minute and 20-second piece in the evening news on Sunday, Aug. 6, but it was bumped to make more time available for stories on the death of Pope Paul. According to a spokeswoman, the station had not rescheduled the interview which was conducted by Charlene Mitchell, WNAC-TV's weekend anchorperson.

Stations that used the material were more positive in their reactions. Generally, the news directors felt the interview was a plus for the local news program, even if they had to overcome some initial hesitation about accepting the interview offer. Wayne Godsey of WTMJ-TV, for instance, said, "We're normally cautious about such things. We don't use handouts and we don't use film without identifying the source. But the White House said we could ask any questions and use any person we wanted to do the interview. We decided it was no different from doing the interview here in Milwaukee."

Jim Schlosser, a senior reporter for the station who has covered the energy beat for more than five years, did the interview, asked specific questions and got answers for a piece that the station edited down to two minutes. Mr. Godsey said the station was "fairly pleased" with the result. The White House's motives in offering Secretary Schlesinger were not obscure to the stations involved. "They want to get their message across," Mr. Godsey said. "But isn't that what any politician wants? As long as we control [the interview], why not?"



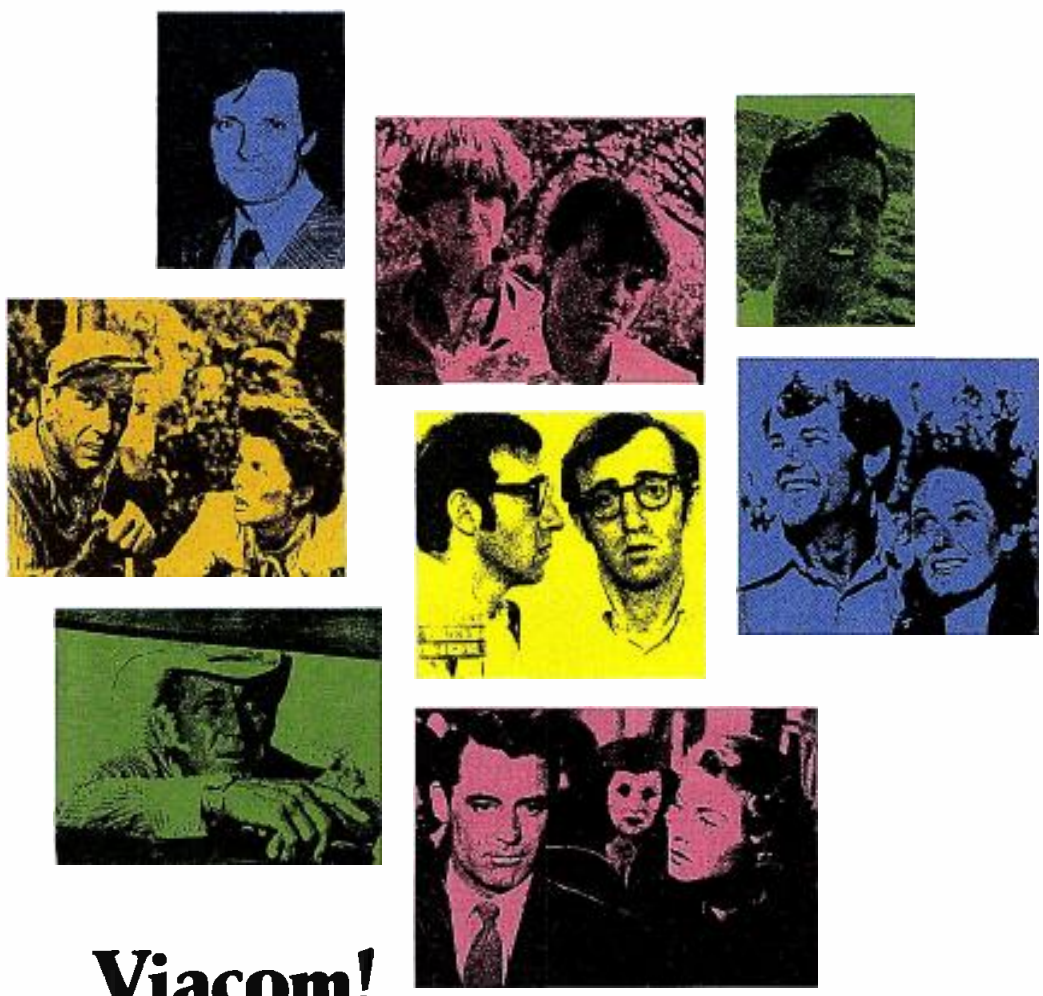
**Mr. Silverman goes to Washington.** NBC President Fred Silverman dropped into the capital last week to be introduced on Capitol Hill and to hold business sessions with NBC News and owned-station executives. His agenda included dinner with Representative Lionel Van Deerlin (D-Calif.) and Senator Howard Cannon (R-Nev.) (the latter is chairman of the Senate Commerce Committee) and visits with House Speaker Thomas P. O'Neill (D-Mass.), Senate Minority Leader Howard Baker (R-Tenn.), Senate Communications Subcommittee Chairman Ernest Hollings (D-S.C.), FCC Chairman Charles Ferris and most of the




FCC commissioners. Mr. Van Deerlin, chairman of the House Communications Subcommittee and co-author of the Communications Act rewrite, said after his meeting with the new NBC chief that he was "impressed." It appears, he said, that Mr. Silverman is fashioning for himself the role of "new industry statesman." **At left:** Mr. Silverman in conversation with John Rohrbeck (r), vice president and general manager of WRC-TV. **At right:** He inspects the NBC News bureau with (l to r) Lester Crystal, president of NBC News; Richard Fischer, vice president for news operations, and Donald V. Meany, vice president for news in D.C.

# Television

## Financial Data 1977



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## "THE LOVE EXPERTS"

Bill Cullen and a celebrity panel "solve" love problems of guests in this hilarious, new freewheeling strip. (Bob Stewart Productions)



## "YOU DON'T SAY"

Five weekly half hours of fun and games in a new strip hosted by Jim Peck. (Ralph Andrews Productions)



## "A COSMIC CHRISTMAS"

## "THE DEVIL AND DANIEL MOUSE"

(Specials) The first 2 in a series of new, beautifully animated and elaborately produced half-hour specials for all-family viewing in the holiday seasons. (Nelvana Productions Ltd.)



In 1977, the three television networks had revenues of \$2,581,400,000, their 15 owned and operated TV stations added another \$503,500,000, all other stations together contributed \$2,804,100,000, for an industry revenue total of \$5,889,000,000.

At the same time, the networks had expenses of \$2,175,300,000, their 15 owned stations had expenses of \$354,200,000, all other stations together had expenses of \$1,958,500,000, for an industry expenses total of \$4,488,000,000.

That produced network profits of \$406,100,000, up 37.4% from 1976, owned-station profits of \$149,300,000, down 6.1% from 1976, profits for all other stations of \$845,700,000, up 6.3% from 1976, and all-industry profits of \$1,401,000,000, up 12.1% over 1976.

## 1977: TV beats its best again

Television followed its first billion-dollar profit year (1976) with another one in 1977, but FCC figures—released today—show sharply smaller increases.

The industry's before-tax income in 1977 was \$1.4 billion, about \$150 million (12%) more than the previous year (Table 1). The increase in 1976 had been from \$780 million to \$1.25 billion, or more than 60%. Total industry revenues were \$5.9 billion in 1977, about 13% above the \$5.2 billion in 1976—half the increase of the previous year.

But expenses rose slightly faster than revenues. The industry total was about \$4.5 billion in 1977, almost 14% higher than the \$4 billion of the previous year. That increase, however, was about 5% less than that of 1976.

Profit margins (operating income as a percentage of revenues) in three categories—three networks, 15 network owned-and-operated stations and all other stations—reported in the FCC figures were not far from the preceding year's. Networks rose from 13.9% in 1976 to 15.7% in 1977; network O&O's dropped from 32.6% to 29.6%, and all other stations showed a drop of .5%, from 30.6% to 30.1%.

The 474 nonnetwork-owned VHF stations brought in \$774,400,000 in profit before taxes (up about \$40 million and 6% from 1976) while the 181 UHF stations brought in \$71 million (up about \$6 million or 9%). Together, the VHF-UHF pre-tax income was \$846 million—up 6.3% from the \$795 million of 1976. The previous year's increase had been 70.7%. The networks added \$406 million, a 37.4% increase over the \$300 million of 1976.

That percentage increase was four points less than that of the previous year, but much better than the showing of the network owned-and-operated stations, which reported a 6.1% decrease in pre-tax income from \$159 million in 1976 to \$149

### 1. Total figures for television 1977: revenues, expenses and profits

	1977	1976	% Increase 1976-1977
<b>Broadcast Revenues<sup>1</sup></b>			
Three networks	2,581,400,000	2,117,500,000	21.9
15 network owned-and-operated stations (all VHF)	503,500,000	486,900,000	3.4
All other stations			
474 VHF <sup>2</sup>	2,403,200,000	2,231,100,000	7.7
181 UHF <sup>3</sup>	400,900,000	363,000,000	10.4
Subtotal	2,804,100,000	2,594,100,000	8.1
<b>INDUSTRY TOTAL</b>	<b>5,889,000,000</b>	<b>5,198,500,000</b>	<b>13.3</b>
<b>Broadcast expenses</b>			
Three networks	2,175,300,000	1,821,900,000	19.4
15 network owned-and-operated stations (all VHF)	354,200,000	327,900,000	8.0
All other stations			
474 VHF <sup>2</sup>	1,628,700,000	1,500,400,000	8.6
181 UHF <sup>3</sup>	329,800,000	298,200,000	10.6
Subtotal	1,958,500,000	1,798,500,000	8.9
<b>INDUSTRY TOTAL</b>	<b>4,488,000,000</b>	<b>3,948,300,000</b>	<b>13.7</b>
<b>Broadcast income (before federal income tax)</b>			
Three networks	406,100,000	295,600,000	37.4
15 network owned-and-operated stations (all VHF)	149,300,000	159,000,000	(6.1)
All other stations			
474 VHF <sup>2</sup>	774,700,000	730,700,000	6.0
181 UHF <sup>3</sup>	71,000,000	64,800,000	9.6
Subtotal	845,700,000	795,600,000	6.3
<b>INDUSTRY TOTAL</b>	<b>1,401,100,000</b>	<b>1,250,200,000</b>	<b>12.1</b>

<sup>1</sup> Net, after commissions to agencies, representatives and brokers, after cash discounts.

<sup>2</sup> The 474 VHF stations represent 497 operations including 23 satellite stations that filed a combined report with their parent stations. The 1976 data reflect 477 VHF stations representing 496 operations including 19 satellites that filed a combined report with their parent stations.

<sup>3</sup> The 181 UHF stations represent 185 operations including four satellites that filed a combined report with their parent stations. The 1976 data reflect 188 UHF stations representing 190 operations including two satellites that filed a combined report with their parent stations.

Notes: Last digits may not add to totals because of rounding. The above station counts do not include 16 stations that received substantial revenues from contributions and seven delinquent non-reporting stations.

# THE COVENY/SULCER REPORTS: ONE REASON WHY BLAIR IS THE ONLY REP BRAND MANAGERS EVER SEE.



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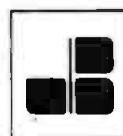
The Blair Television Market Development Team, headed by Dick Coveny and Gordon Sulcer, works with TeleForce, which provides a full range of sophisticated marketing research data and the most comprehensive in-house computer capability in the broadcast industry. More importantly, they have the experience to synthesize all the data into meaningful and innovative customized television plans.

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million in 1977. In 1976, network O&O's showed a 50.4% profit increase.

Those 15 network stations had the smallest percentage increase (3.4%) in total revenues (from \$487 million to \$503 million) and also the smallest increase (8%) in broadcast expenses (from \$328 million to \$354 million).

The three major networks contributed \$2.6 billion to total industry revenues (up 22%) and \$2.2 billion to expenses (up 19%) in 1977. All other stations but the 15 O&O's brought in \$2.8 billion in total revenues (up 8.1%) and had almost \$2 billion in expenses (up 9%).

FCC figures show that advertising expenditures (Table 4) for TV broadcasting were \$6.84 billion, up 13.4% from 1976. This includes \$1.1 billion in agency commissions, but not costs of commercials or programs supplied by advertisers. The networks sold some \$3.2 billion worth of advertising, paying about \$41.4 million to their O&O's and \$240 million to other affiliates. The O&O's had \$568 million (not including the \$41 million from networks) in advertising sales (up 3.1%) and the other 682 stations had \$3.3 billion (up 8%).

Besides the \$3.2 billion for network advertising (21% over 1976), television got \$1.97 billion for national and regional (spot) advertising (up 2.3%) and \$1.63 billion for local (up 13.9%).

Network O&O's showed decreased percentages on sales to national and regional advertisers (\$348 million, down 2.5%), sales to other than advertisers (\$3.5 million, down almost 15%) and on total pre-tax income. Biggest increases over the previous year (besides the 8% for total expenses) came in total revenues (\$503 million, up 3.6%) and funds retained from network sales (\$41.6 million—including payments from other than three major networks—up 3.5%).

The other stations showed a decline only in sales to other than advertisers (\$41.3 million, down 2.4%). Their biggest increases came in sales to local advertisers (\$1.4 billion, up 14%) and in total nonnetwork sales (\$3 billion, up 8.1%).

Over a 10-year period (Table 10), total advertising sales have climbed from almost \$3 billion to almost \$7 billion, a 134% increase. The highest percentage gain was in local advertising (238%) and the lowest was in national spot (94%). Between 1976 and 1977, the highest percentage gain was in network sales (21.2%) and the lowest was national spot (2.3%).

In the over-all 10-year period, 1976 proved to have been a remarkable year—not only for the first billion-dollar-profit, but also for highest gains in revenue. Considering the whole period, 1977 was the best year ever in total money figures and the third best in percentage increases—behind 1976 and 1972, when total TV income was \$552 million, up 18.5% from 1971's \$389 million.

Station by station (Table 7), of 458 VHF stations reporting to the FCC, 422 reported profits—49 of \$5 million or more. Seven of the 36 reporting losses said they

lost \$400,000 or more. Among UHF's 127 reported profits (one—an independent—making \$5 million or more) and 46 reported losses (six losing \$400,000 or more).

Of the 422 profitable VHF stations, 397 were network affiliated and 25 independent. Of the 36 VHF's reporting losses, 32 were network affiliated. On the UHF side, 89 network affiliates and 38 independents were profitable; 28 network affiliates and 18 independents reported losses.

Forty-two of the 50 largest money-makers were network affiliated VHF's, seven were VHF independents and one was a UHF independent. No UHF affiliate reported more than \$3 million profit, but five UHF independents reported making that much; 85 network VHF's and 12 independents topped the \$3-million mark.

On the spending side (Table 6)—excluding part-year and satellite stations and those with less than \$25,000 in time sales—expenses for the 15 O&O's were \$354 million; for 414 VHF network affiliated stations, \$1.4 billion; for 117 UHF network stations, \$172 million; for 29 VHF independents, \$258 million, and for 56 UHF independents, \$154 million.

In market-by-market breakdown of television revenues (Table 3), the first six were New York, Los Angeles, Chicago, Philadelphia, San Francisco-Oakland and Boston (the same as in 1976). The six most profitable were Los Angeles (which was second behind New York in 1976), New York, Chicago, Philadelphia, Houston-Galveston (sixth in 1976) and Dallas-Fort Worth (ninth in 1976). The San Francisco-Oakland market, fifth in 1976, was seventh in 1977.

Idaho Falls-Pocatello, Idaho, was last among the 135 individually reported markets in both profits and revenues; Tucson was next to last in profits, but 78th in revenues, and Yakima, Wash., was next to last in revenues and 124th in profits.

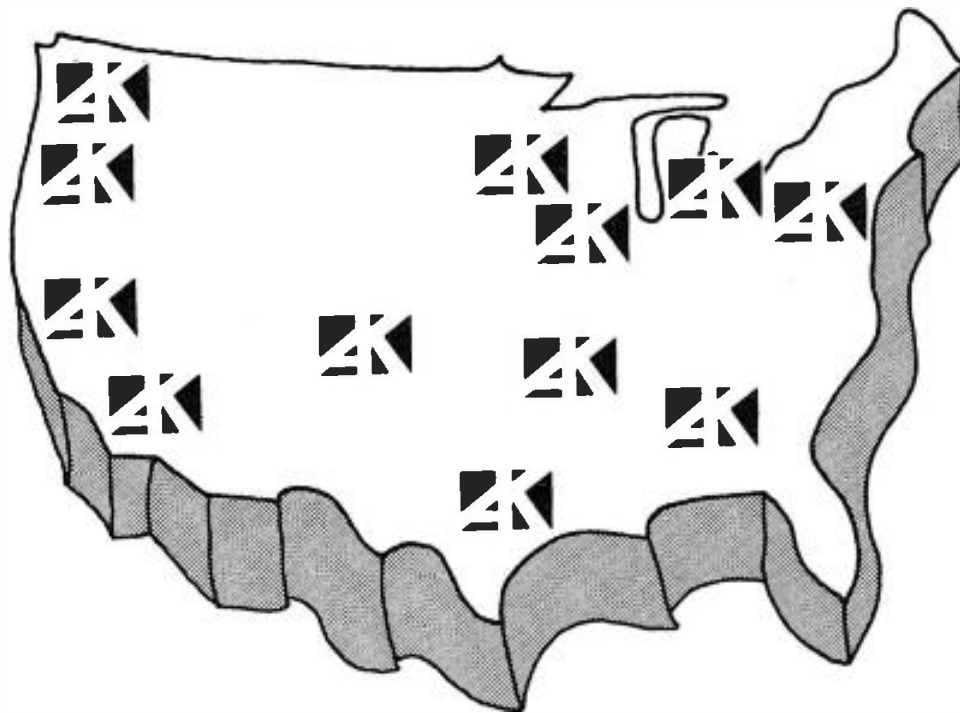
Another table—developed by BROADCASTING from the official FCC data—reports revenues on a per-home basis. Las Vegas-Henderson was the most profitable with \$83.66 per home. Anchorage, with \$72.95, was second. (The two were reversed in 1976). Salinas-Monterey-San Jose, Calif., was third with \$71.42 per home, rising 21 places (from \$47.20) in a year. The other big mover in the top 20 went the other way—Chicago, fourth with \$59.40 in 1976, fell to 20th with \$51.48. The fourth, fifth and sixth top per-home markets were Houston-Galveston, Denver and Dallas-Fort Worth. At the other end of the scale, Shreveport, La.-Texarkana, Tex., climbed from last (133) in 1976 to 131 in 1977. Wilkes Barre-Scranton, Pa., fell four places to the bottom (\$22.72).

New York, first in market revenues, ranks 80th in per-home revenues, with Greensboro-High Point-Winston Salem, N.C. (\$37.21), while Los Angeles, second in the market revenues, is seventh (\$58.99) on the per-house table.

*More charts and figures follow,  
beginning on page 42.*



# Avery-Knodel Television EXPANDS!



EVERY-KNODEL TELEVISION IS GETTING BIGGER. . .TO SELL BETTER.

To keep pace with the future, there's now an Avery-Knodel office in Denver (we're the only national rep with an office there). And two brand-new offices in Seattle and Portland. There are nine other Avery-Knodel offices around the country, including our recently expanded sales offices in Chicago, Atlanta, Minneapolis and St. Louis. Several other offices are targeted for growth later this year.

In addition to our sales expansion, we've boosted our back-up services, too. Our

TV News Division is the only news consultant service offered by a middle market representative for middle market stations. Our greatly enlarged Research, Programming, Marketing and Promotion departments are some of this year's other improvements in the way we do business.

These new offices and staff expansions are only part of our growth plan for '78. For more information on how your station can grow with Avery-Knodel, call us today. Better yet, come visit us in any of our twelve offices.

**Avery-Knodel Television**



**The Growth Representative**

New York, Chicago, Atlanta, Dallas, Denver, Detroit, Los Angeles,  
Minneapolis, Portland, San Francisco, Seattle, St. Louis.

## 2. Breakdowns of revenues and expenses for TV stations

	Individual items	Totals
<b>Broadcast revenues</b>		
A. Revenues from the sale of station time:		
(1) Network		
Sale of station time to networks:		
Sale of station time to major networks, ABC, CBS, NBC (before line or service charges)	\$281,628,000	
Sale of station time to other networks (before line or service charges)	6,204,000	
Total		287,832,000
(2) Nonnetwork		
After trade and special discounts but before cash discounts to advertisers and before commissions to agencies, representatives and brokers.		
Sale of station time to national and regional advertisers	1,960,309,000	
Sale of station time to local advertisers	1,586,415,000	
Total		3,546,723,000
Total sale of station time		3,834,555,000
B. Broadcast revenues other than from sale of station time		
After deduction for trade discounts but before cash discounts and before commissions:		
(1) Revenues from separate charges made for programs, materials, facilities and services supplied to advertisers in connection with sale of station time:		
(a) to national and regional advertisers	6,977,000	
(b) to local advertisers	44,463,000	
(2) Other broadcast revenues	44,748,000	
Total broadcast revenues, other than from time sales		96,188,000
C. Total broadcast revenues		
(1) Less commissions to agencies, representatives and brokers (but not to staff sales personnel or employes) and less cash discounts	623,086,000	
<b>Net Broadcast revenues</b>		<b>3,307,656,000<sup>1</sup></b>
<b>Broadcast expenses</b>		
Technical expenses:		
Technical payroll	\$183,540,000	
All other technical expenses	95,543,000	
Total technical expenses		279,083,000
Program expenses:		
Payroll for employes considered "talent"	72,122,000	
Payroll for all other program employes	319,017,000	
Rental and amortization of film and tape	219,359,000	
Records and transcriptions	2,039,000	
Cost of outside news services	21,458,000	
Payments to talent other than reported above	19,275,000	
Music license fees	55,627,000	
Other performance and program rights	35,661,000	
All other program expenses	182,262,000	
Total program expenses		998,819,000
Selling expenses:		
Selling payroll	157,619,000	
All other selling expenses	164,369,000	
Total selling expenses		321,988,000
General and administrative expenses:		
General and administrative payroll	120,349,000	
Depreciation and amortization	147,288,000	
Interest	39,885,000	
Allocated costs of management from home office or affiliate(s)	80,062,000	
Other general and administrative expenses	324,827,000	
Total general and administrative expenses		712,413,000
Total payroll		852,647,000
<b>Total broadcast expenses</b>		<b>2,312,303,000</b>
<b>Broadcast income</b>		
Broadcast revenues		3,307,711,000 <sup>2</sup>
Broadcast expenses		2,312,752,000 <sup>2</sup>
<b>Broadcast operating income</b>		<b>994,958,000</b>
Amounts included in expenses which represent payments (salaries, commissions, management fees, rents, etc.) for services or materials supplied by the owners or stockholders, or any close relative of such persons or any affiliated company under common control		
		108,969,000

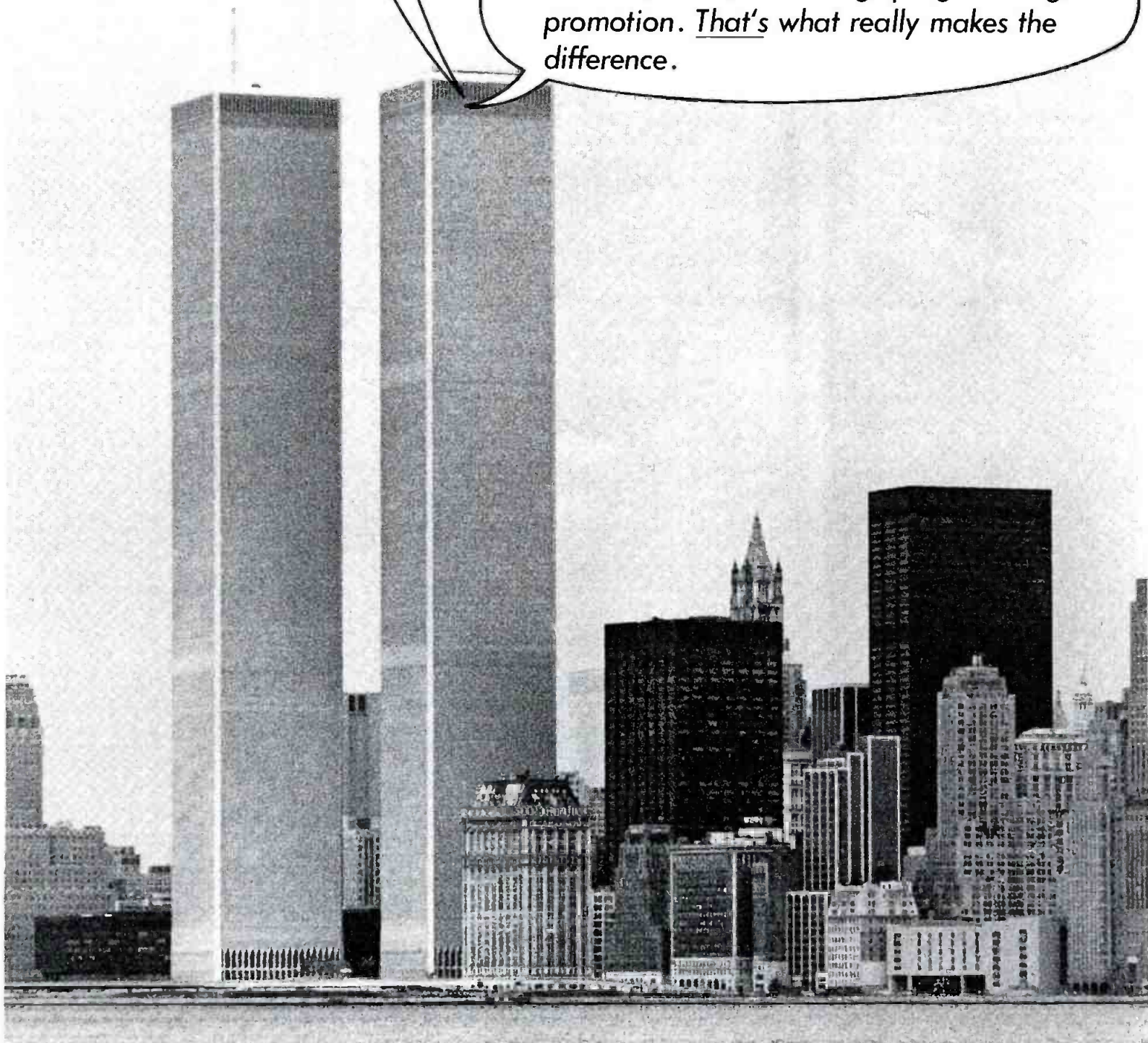
<sup>1</sup> Includes \$84,716,276 from barter and trade-out transactions.

<sup>2</sup> Stations reporting less than \$25,000 in total revenues are not required to report revenues and expenses but are required to report total income. Therefore, totals under revenues and expenses are somewhat lower than totals under income.

Note: Last digits may not add to totals because of rounding.

My national volume and profit have reached new heights since I went with HR Television.

It's the individual attention to your station ... sales, rates, marketing, programming, promotion. That's what really makes the difference.



# the **HR** difference makers

television

**people  
organization  
performance**

- 60 sales pros
- 15 offices nationwide
- 4 sales groups
- sales and market research
- program analysis
- special market services—CRAMM and DART
- total on-line computerization
- involved management

750 Third Avenue, New York, NY 10017 (212) 697-0944

# First Lady.



In Mary's first year in syndication, she moved right up to her accustomed place.

First place.

By winning more 18-49 women than any other strip series (off-network or first-run) in syndication!

## The Mary Tyler Moore Show

Source: NSI/ROSP, 11/77 and 2/78; ARB/SPA, 11/77 and 2/78. Audience estimates subject to qualifications available on request.



### 3. Market-by-market breakdown of

Market (number of stations reporting in parentheses) 3	Revenue rank	Profit rank	Time sales <sup>1</sup>			
			Network		Spot <sup>2</sup>	
			1977 (000)	1976 (000)	1977 (000)	1976 (000)
Albany-Schenectady-Troy, N.Y. (3)	47	61	2,457	2,246	9,108	9,317
Albany-Thomasville, Ga.-Tallahassee, Fla. (3)	101	99	1,080	**	3,754	**
Albuquerque, N.N. (4)	67	68	1,004	967	5,161	4,365
Amarillo, Tex. (3)	113	121	739	714	2,232	1,884
Anchorage (3)	126	102	351	351	1,114	923
Atlanta (5)	13	10	2,512	2,322	30,616	30,402
Augusta, Ga. (3)	102	76	1,404	1,393	2,507	2,217
Austin, Tex. (3)	84	81	810	707	4,295	4,275
Bakersfield, Calif. (3)	117	98	799	787	2,681	2,178
Baltimore (4)	19	11	2,700	2,553	26,867	27,232
Bangor, Me. (3)	133	128	726	645	1,354	1,215
Baton Rouge (3)	74	91	1,287	1,039	3,477	3,116
Beaumont-Port Arthur, Tex. (3)	107	96	804	769	1,893	1,773
Binghamton, N.Y. (3)	121	106	1,097	994	2,472	2,678
Birmingham, Ala. (3)	44	29	3,120	2,966	10,638	9,805
Boise-Nampa, Idaho (3)	114	131	1,008	1,032	2,007	2,048
Boston (5)	6	8	5,152	4,947	64,239	62,966
Buffalo, N.Y. (4)	28	30	2,766	2,654	20,040	25,075
Burlington, Vt.-Plattsburgh, N.Y. (3)	-09	100	1,151	1,073	3,284	3,380
Cedar Rapids-Waterloo, Iowa (3)	77	95	1,265	1,221	4,295	4,421
Charleston, S.C. (3)	104	110	808	750	3,269	2,697
Charleston-Huntington, W. Va.-Ashland, Ky. (3)	62	51	2,173	2,041	6,973	6,817
Charlotte, N.C. (4)	34	39	3,049	2,776	12,904	11,962
Chattanooga (3)	86	71	924	887	3,767	3,414
Chicago (8)	3	3	7,694	7,567	116,179	116,248
Cincinnati (4)	21	25	2,883	2,723	16,823	16,210
Cleveland (4)	11	11	4,799	4,701	38,064	39,916
Colorado Springs-Pueblo (3)	100	114	688	668	3,847	3,710
Columbia, Mo. (3)	82	66	1,252	1,071	4,287	3,318
Columbia-Jefferson City, Mo. (3)	131	123	751	662	1,643	1,433
Columbus, Ga. (3)	106	84	1,351	1,262	1,874	1,771
Columbus, Ohio (3)	32	27	2,156	2,088	15,062	15,007
Corpus Christi, Tex. (4)*	111	116	691	644	2,084	1,794
Dallas-Fort Worth (4)	9	6	2,854	2,724	47,953	41,788
Davenport, Iowa-Rock Island-Moline, Ill. (3)	72	75	1,569	1,528	4,886	4,896
Dayton, Ohio (3)	39	46	3,027	2,373	10,873	11,155
Denver (4)	18	12	1,864	1,759	27,472	27,530
Des Moines-Ames, Iowa (3)	65	56	1,430	1,230	7,041	8,387
Detroit (5)	7	9	5,727	5,664	51,093	52,727
Duluth, Minn.-Superior, Wis. (3)	115	119	1,098	1,072	2,527	2,058
El Paso, Tex. (3)	94	105	620	626	2,811	2,314
Erie, Pa. (3)	124	129	934	910	1,699	1,830
Evansville, Ind. (3)	90	86	1,023	964	2,780	2,720
Fargo-Valley City, N.D. (3)	108	103	881	841	2,042	1,823
Flint-Saginaw-Bay City, Mich. (3)	60	72	1,595	1,538	6,768	6,609
Fort Myers-Naples, Fla. (3)	123	130	509	443	1,702	1,181
Fort Smith, Ark. (2)**	-	-	**	**	**	**
Fort Wayne, Ind. (3)	83	79	868	827	4,098	4,369
Fresno-Hanford-Tulare-Visalia, Calif. (6)	57	78	1,271	1,143	6,850	5,938
Grand Rapids-Kalamazoo, Mich. (4)	46	43	2,452	2,408	10,446	10,378
Green Bay, Wis. (3)	69	83	1,328	1,275	4,802	4,382
Grnsboro-High Pt.-Winst Sln, N.C. (3)	56	47	1,490	1,413	7,404	7,354
Grnville-Sprtnbrg, S.C.-Ashville, N.C. (4)	50	41	1,612	1,528	11,781	10,426
Greenville-Washington-New Bern, N.C. (3)	92	80	934	889	4,394	4,426
Harrisburg-Lancaster-York-Lebanon, Pa. (5)	63	64	2,051	1,971	8,082	8,049
Hrtfrd-Nw Hvn-Nw Brtn-Wtrbry, Conn. (4)	31	26	3,551	3,290	19,641	22,728
Hilo, Hawaii (1)	-	-	**	**	**	**
Honolulu (4)	43	115	1,036	961	2,745	2,800
Houston-Galveston, Tex. (5)	10	5	2,704	2,642	44,914	37,437

# television revenue and profit in 1977

Local <sup>2</sup>		Barter and trade-outs		Total broadcast revenues <sup>4</sup>		Percent change in revenue	Total broadcast expenses 1977 (000)	Total broadcast profit <sup>5</sup> 1977 (000)
1977 (000)	1976 (000)	1977 (000)	1976 (000)	1977 (000)	1976 (000)			
7,952	7,353	586	588	16,801	16,331	2.9	13,156	3,645
2,937	**	126	**	6,792	**	-	5,448	1,344
7,483	6,957	294	237	11,815	10,561	11.9	8,578	3,237
3,694	3,035	77	60	5,846	5,052	15.7	5,098	747
3,459	2,621	122	197	4,669	3,714	25.7	3,401	1,268
26,753	21,344	1,253	542	52,113	46,289	12.6	30,689	21,423
3,512	2,824	247	184	6,760	6,012	12.4	4,265	2,495
4,272	3,593	97	80	8,238	7,495	9.9	6,081	2,157
2,756	2,245	132	118	5,379	4,560	18.0	4,007	1,372
18,086	17,108	1,408	1,171	39,846	39,028	2.1	27,720	12,126
1,745	1,655	52	86	3,570	3,284	8.7	3,240	329
6,460	5,951	213	209	10,037	8,915	12.6	8,437	1,600
4,375	3,352	124	40	6,482	5,377	20.6	5,056	1,426
2,286	2,062	294	261	5,151	5,011	2.8	4,084	1,067
7,958	7,265	518	452	18,641	17,259	8.0	9,122	9,519
3,359	2,442	106	111	5,723	5,012	14.2	5,605	119
30,601	29,268	2,412	2,233	84,119	81,015	3.8	57,527	26,592
13,267	11,296	1,386	1,143	30,757	32,651	-5.8	21,448	9,309
2,127	1,894	99	83	6,103	5,807	5.1	4,777	1,326
5,614	4,933	323	222	9,869	9,231	6.9	8,433	1,436
3,485	3,012	227	146	6,681	5,651	18.2	5,730	951
5,659	4,967	376	216	13,146	12,211	7.7	8,440	4,706
9,849	8,761	1,170	1,139	22,537	20,494	10.0	15,815	6,722
4,330	3,999	268	238	7,984	7,334	8.9	5,008	2,976
53,178	53,246	2,766	2,585	146,807	146,609	0.1	103,693	43,115
17,431	14,831	1,267	879	34,165	30,551	11.8	22,957	11,207
27,746	24,369	2,085	1,673	60,254	58,463	3.1	39,721	20,533
3,465	2,729	138	116	6,832	5,975	14.3	5,950	881
4,421	3,819	110	138	8,815	7,404	19.1	5,485	3,331
1,868	1,822	113	147	3,887	3,610	7.7	3,302	585
4,064	3,278	210	185	6,543	5,652	15.8	4,595	1,948
14,661	12,653	813	606	27,128	24,960	8.7	16,746	10,382
3,973	3,410	110	72	5,931	5,199	14.1	5,061	870
27,689	24,355	1,043	727	67,200	59,606	12.7	30,947	36,253
5,027	4,138	193	166	10,565	9,670	9.3	8,048	2,517
9,789	8,355	562	437	20,227	18,686	8.2	14,826	5,400
22,974	20,044	1,086	706	44,333	41,501	6.8	23,811	20,522
6,404	4,216	242	292	12,569	11,756	6.9	8,432	4,136
35,376	29,786	1,849	1,490	77,089	73,885	4.3	51,410	25,679
2,364	2,181	115	93	5,718	5,044	13.4	4,897	821
4,881	4,701	129	152	7,281	6,802	7.0	6,170	1,112
2,622	2,384	204	202	4,725	4,530	4.3	4,486	239
4,862	4,067	164	94	7,592	6,830	11.2	5,772	1,820
3,703	3,255	51	42	6,110	5,531	10.5	4,908	1,202
7,314	6,269	415	370	13,595	12,466	9.1	10,653	2,942
3,018	2,440	160	125	4,924	3,973	23.9	4,715	208
**	**	**	**	**	**	-	**	**
5,015	4,611	308	289	8,629	8,470	1.9	6,358	2,271
8,121	6,733	610	540	14,299	12,140	17.8	12,014	2,284
7,962	7,769	306	302	17,676	17,390	1.6	11,516	6,160
5,928	5,514	127	128	10,949	9,976	9.8	8,981	1,969
8,365	7,197	561	451	14,887	13,720	8.5	9,628	5,259
5,503	5,607	483	726	16,179	15,231	6.2	9,526	6,653
2,967	2,679	122	115	7,500	7,180	4.5	5,330	2,170
4,977	4,333	225	208	12,846	12,060	6.5	9,416	3,430
10,845	9,596	178	193	28,436	29,401	-3.7	17,334	11,102
**	**	**	**	**	**	-	**	**
15,728	13,506	591	509	18,855	16,498	14.3	17,980	876
28,938	24,962	540	340	64,846	55,100	17.7	28,465	36,381

## Front Runner.



Over the course of a 6-year, prime-time run, Bob Newhart has maintained the largest average audiences of total women, 18-49 women, and 18-34 women in his time period.

As well as the highest rating and share! If this is the audience you want for a key time period, get the man who delivers it.

## The Bob Newhart Show

Source: NTA/NAC, 7/2/78. Audience estimates subject to qualifications available on request.



# Triple Threat.



Andy, Gomer and Barney.  
Together, they bring in  
your most wanted viewers.

Compared with year-ago  
programs in their time  
periods, they increased  
18-49 women by an  
average 45% for 50  
stations! Increased teens  
by an average 47% for  
38 stations! Increased  
children by an average  
72% for 43 stations!

Trust this trio to lock up  
the audience in your  
market.

## The Andy Griffith Show

Source: ARB, 2/78 and 2/77.  
Audience estimates subject to qualifications  
available on request.



Market (number of stations reporting in parentheses) <sup>3</sup>	Revenue rank	Profit rank	Time sales <sup>1</sup>			
			Network		Spot <sup>2</sup>	
			1977 (000)	1976 (000)	1977 (000)	1976 (000)
Huntsville-Decatur, Ala. (3)	112	111	785	705	2,993	2,898
Idaho Falls-Pocatello, Idaho (3)	135	135	612	590	1,414	1,210
Indianapolis-Bloomington (4)	20	16	2,450	2,356	22,526	23,597
Jackson, Miss. (3)	87	107	1,203	1,023	3,215	2,957
Jacksonville, Fla. (3)	49	40	1,667	1,524	11,025	9,918
Johnson City-Kingsport-Bristol, Tenn.-Va. (3)	110	92	1,019	925	2,826	2,557
Johnstown-Altoona, Pa. (3)	98	82	1,940	1,698	2,682	2,544
Joplin, Mo.-Pittsburg, Kan. (3)	128	117	1,069	1,036	2,024	1,884
Kansas City, Mo. (4)	23	21	2,403	2,140	20,431	20,421
Knoxville, Tenn.	70	55	1,653	1,482	4,521	4,392
Las Vegas-Henderson (4)	73	85	485	477	3,063	2,694
Lexington, Ky. (3)	85	101	747	631	4,624	4,262
Lincoln-Hastings-Kearney, Neb. (5)	91	93	926	895	3,482	2,682
Little Rock, Ark. (3)	59	69	1,179	1,109	5,254	4,643
Los Angeles (12)*	2	1	9,124	8,591	137,874	140,777
Louisville, Ky. (4)	36	59	2,380	2,349	10,552	9,928
Lubbock, Tex. (3)	105	124	1,016	1,007	2,360	2,023
Madison, Wis. (3)	93	88	1,051	911	4,206	4,032
Memphis (3)	40	36	1,953	1,835	11,314	10,740
Miami (6)	12	13	2,586	2,480	32,672	32,203
Milwaukee (4)	25	34	2,606	2,440	18,018	18,483
Minneapolis-St. Paul (4)	17	17	2,898	2,746	30,086	26,942
Mobile, Ala.-Pensacola, Fla. (3)	71	57	1,215	1,142	5,948	5,275
Monroe, La.-El Dorado, Ark. (3)	120	108	957	1,088	2,501	2,277
Montgomery, Ala. (3)	103	77	1,049	879	3,101	2,753
Nashville (4)	38	52	1,818	1,720	10,298	9,390
New Orleans (4)	30	37	2,287	1,958	12,751	11,600
New York (9)	1	2	16,539	15,380	161,299	166,665
Norfolk-Portsmouth-Nwpt Nws-Hampton, Va. (3)	51	45	1,581	1,548	5,757	5,970
Odessa-Midland-Monahans, Tex. (3)	127	126	713	614	1,838	1,475
Oklahoma City-Enid (3)	33	35	1,808	1,760	10,611	10,169
Omaha (3)	52	53	1,750	1,601	7,563	7,079
Orlando-Daytona Beach, Fla. (3)	42	33	1,504	1,344	11,629	10,357
Paducah, Ky.-C. Girardeau, Mo.-Hrsbg., Ill. (3)	97	74	1,259	1,198	3,985	3,443
Pasco, Wash. (2)	-	-	**	196	**	763
Peoria, Ill. (3)	79	87	1,007	1,015	4,181	3,574
Philadelphia (7)	4	4	7,420	7,170	76,318	79,025
Phoenix-Mesa (4)	26	24	1,635	1,518	21,793	19,117
Pittsburgh (4)	14	14	4,141	3,954	35,363	33,865
Portland, Ore. (4)	27	31	2,049	1,926	21,499	20,651
Portland-Poland Springs, Me. (3)	88	89	1,117	1,082	4,203	3,765
Providence, R.I.-New Bedford, Mass. (3)	45	49	2,581	2,274	10,340	10,590
Raleigh-Durham, N.C. (3)	58	50	2,440	2,298	7,257	6,743
Reno (3)	130	120	510	484	1,334	1,370
Richmond-Petersburg, Va. (3)	64	60	1,359	1,339	5,857	5,799
Roanoke-Lynchburg, Va. (3)	80	67	1,358	1,153	4,830	4,730
Rochester, N.Y. (3)	53	42	1,553	1,515	8,767	8,219
Rochester-Austin, Minn.-Mason City, Iowa (3)	125	104	823	780	1,996	1,693
Rockford-Freeport, Ill. (3)	89	118	1,186	1,153	2,787	2,597
Sacramento-Stockton, Calif. (4)	24	23	1,987	2,001	19,917	18,370
St. Louis (5)	15	19	3,297	3,080	32,054	31,214
Salinas-Monterey-San Jose, Calif. (4)	66	63	949	907	4,159	4,141
Salt Lake City-Ogden-Provo (3)	37	38	1,448	1,377	11,424	9,799
San Antonio, Tex. (4)	41	32	1,486	1,472	9,955	8,749
San Diego (3)	29	28	2,712	2,306	19,163	17,893
San Francisco-Oakland (8)	5	7	4,382	4,174	66,724	67,935
San Juan-Caguas, P.R. (3)	35	65	**	**	18,959	**
Savannah, Ga. (3)	129	132	791	685	1,772	1,670
Seattle-Tacoma (4)	16	15	2,664	2,566	32,550	31,172
Shreveport, La.-Texarkana, Tex. (3)	81	73	1,272	1,263	4,167	3,682
Sioux City, Iowa (3)	116	112	1,176	1,118	1,989	1,694
Sioux Falls-Mitchell, S.D. (3)	122	133	1,092	1,020	2,943	2,761
South Bend-Elkhart, Ind. (3)	95	109	990	937	2,827	2,814

Local <sup>2</sup>		Barter and trade-outs		Total broadcast revenues <sup>4</sup>		Percent change in revenue	Total broadcast expenses	Total broadcast profit <sup>5</sup>
1977 (000)	1976 (000)	1977 (000)	1976 (000)	1977 (000)	1976 (000)		1977 (000)	1977 (000)
3,054	2,842	228	205	5,900	5,569	5.9	4,983	917
1,092	928	35	83	2,799	2,457	13.9	3,239	-440
21,110	19,019	341	572	38,736	37,833	2.4	22,514	16,222
4,528	3,757	168	81	7,956	6,902	15.3	6,911	1,045
6,469	6,269	144	203	16,181	15,092	7.2	9,504	6,677
2,932	2,702	180	176	6,022	5,400	11.5	4,458	1,564
2,900	2,536	161	105	7,037	6,352	10.8	4,991	2,046
1,963	1,660	57	47	4,618	4,208	9.7	3,755	862
16,026	14,844	785	545	33,456	31,869	5.0	20,325	13,130
5,942	5,435	332	424	10,816	10,138	6.7	6,642	4,174
8,141	6,498	483	473	10,541	8,682	21.4	8,676	1,865
3,689	2,913	210	144	8,140	6,916	17.7	6,820	1,320
3,926	3,661	127	105	7,523	6,582	14.3	6,062	1,462
9,151	7,675	575	439	13,966	11,973	16.6	10,746	3,221
112,682	92,190	5,440	4,775	224,526	213,349	5.2	159,740	64,786
12,181	10,439	1,005	610	21,914	20,455	7.1	18,090	3,825
4,124	3,902	229	233	6,661	6,290	5.9	6,161	500
3,283	2,822	319	162	7,440	6,772	9.9	5,695	1,745
9,866	9,257	298	269	19,897	18,780	5.9	12,362	7,535
26,820	22,531	1,658	1,553	52,689	48,132	9.5	32,814	19,875
16,582	14,126	898	607	31,889	29,836	6.9	23,837	8,052
20,827	19,028	720	756	46,242	41,849	10.5	31,008	15,234
5,008	4,754	65	47	10,651	9,708	9.7	6,587	4,064
2,392	2,223	277	240	5,210	4,929	5.7	4,173	1,037
3,223	2,919	115	116	6,730	5,947	13.2	4,334	2,396
11,480	10,282	409	313	20,886	18,854	10.8	16,199	4,687
17,744	14,973	728	636	29,105	25,628	13.6	22,001	7,103
106,788	94,776	7,015	5,328	242,790	234,235	3.7	184,956	57,834
10,764	8,651	347	323	15,839	14,067	12.6	10,415	5,424
2,427	2,133	169	163	4,626	4,082	13.3	4,158	469
13,222	11,059	481	508	22,691	20,325	11.8	14,918	7,773
8,746	7,834	381	237	15,637	14,275	9.5	11,204	4,433
9,874	8,685	484	378	19,570	17,430	12.3	11,425	8,145
2,774	2,269	29	34	7,176	6,216	15.4	4,360	2,816
**	852	**	36	**	1,581	8.3	**	**
5,540	4,815	425	367	9,532	8,279	15.1	7,745	1,787
40,973	35,060	2,923	3,242	103,393	99,578	3.8	64,917	38,476
13,460	12,329	2,014	396	31,411	28,215	11.3	20,047	11,364
21,020	17,858	1,872	1,734	51,051	46,667	9.4	32,445	18,606
13,031	12,270	419	346	31,053	29,736	4.4	21,867	9,186
3,323	2,859	160	137	7,748	7,097	9.2	6,038	1,710
7,890	7,448	766	448	17,732	17,345	2.2	12,646	5,086
6,349	5,577	308	287	14,127	12,819	10.2	9,169	4,958
3,349	2,659	100	86	4,502	3,994	12.7	3,688	813
7,424	6,368	573	562	12,645	11,693	8.1	8,824	3,821
4,452	4,254	161	205	9,304	8,813	5.6	5,989	3,315
8,067	6,995	252	239	15,431	14,140	9.1	9,102	6,328
2,345	1,978	77	74	4,714	4,069	15.9	3,545	1,169
4,593	4,215	106	105	7,676	7,144	7.4	6,852	824
16,069	13,828	845	815	32,271	29,235	10.4	20,243	12,028
20,437	18,837	2,310	2,142	46,874	44,488	5.4	32,667	14,208
8,215	6,132	492	289	11,855	10,010	18.4	8,314	3,541
11,937	9,565	479	357	21,627	18,017	20.0	14,821	6,806
11,284	10,418	710	804	19,784	18,061	9.5	11,489	8,294
13,644	10,986	534	553	29,856	26,072	14.5	20,054	9,802
50,484	44,672	2,681	2,639	101,803	97,070	4.9	68,969	32,834
7,495	**	127	**	22,375	**	-	18,981	3,395
2,421	1,910	115	73	4,611	3,935	17.2	4,509	102
20,114	17,471	740	803	46,312	42,674	8.5	28,293	18,019
4,982	4,540	132	148	9,057	8,334	8.7	6,226	2,831
3,054	2,457	224	97	5,680	4,884	16.3	4,774	906
1,561	1,296	149	180	5,077	4,652	9.1	5,002	75
4,512	4,157	179	16	7,219	6,893	4.7	6,246	974

# Triple Treat.



Triple your pleasure.  
Triple your fun. With  
television's prettiest  
attractions. Cavorting in  
one delightful sitcom.

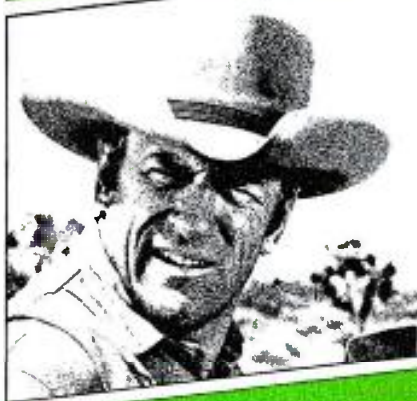
Laughs and romance  
abound in Paul Henning's  
classic series about life in  
a small-town hotel.

Call for our comely trio.  
They keep America  
beautiful!

## Petticoat Junction



# Top Draw.



Far and away the highest rated dramatic hour in syndication!

"Gunsmoke" reached this preeminent position in its first season after leaving network television. And has held it ever since.

## Gunsmoke

Source: ARB Syndicated Program Analysis, 11/75-77 and 2/76-78. Audience estimates subject to qualifications available on request.



Market (number of stations reporting in parentheses) <sup>3</sup>	Revenue rank	Profit rank	Time sales <sup>1</sup>			
			Network		Spot <sup>2</sup>	
			1977 (000)	1976 (000)	1977 (000)	1976 (000)
Spokane, Wash. (3)	76	70	1,209	1,121	6,441	5,916
Springfield, Mass. (3)	99	94	1,058	930	3,231	2,850
Springfld-Dctr-Chmpgn-Urbna-Dnvlle, Ill (4)	61	62	1,503	1,422	6,081	5,287
Syracuse, N.Y. (3)	54	54	2,001	1,914	8,548	9,281
Tampa-St. Petersburg, Fla. (4)	22	20	2,477	2,279	19,660	20,512
Terre Haute, Ind. (3)	119	90	992	870	1,947	1,689
Toledo, Ohio (3)	55	48	2,729	2,547	6,249	7,112
Traverse City-Cadillac, Mich. (3)	132	127	614	591	1,642	1,547
Tucson, Ariz. (4)	78	134	770	655	4,539	4,055
Tulsa, Okla. (3)	48	44	1,418	1,379	7,107	6,390
Wailuku, Hawaii (1)	-	-	..	..	..	..
Washington (5)	8	18	3,215	3,040	52,345	51,470
Wichita Falls, Tex.-Lawton, Okla. (3)	118	122	665	659	1,798	1,626
Wichita-Hutchinson, Kan. (3)	68	58	1,187	1,172	5,378	4,749
Wilkes Barre-Scranton, Pa. (3)	75	97	1,522	1,455	4,908	5,329
Yakima, Wash. (3)	134	124	499	477	1,509	1,376
Youngstown, Ohio (3)	96	113	825	802	5,516	5,180
Markets of three or more stations (494)			255,023	239,158	1,871,713	1,814,784
Markets of fewer than three stations (176)			32,809	30,718	88,595	101,142
All markets (670)			287,832	269,876	1,960,309	1,915,927

<sup>1</sup> National and regional spot and local spot sales are for time only. Excluded are revenues from programs, talent, materials, facilities and services sold in connection with the sale of time.

<sup>2</sup> Before commissions to agencies, representatives and brokers. Because stations are not consistent in the way they classify national/regional versus local sales, year-to-year comparisons in these categories should be made with caution.

<sup>3</sup> Does not include 27 satellites that filed combined reports with their parent stations.

<sup>4</sup> Total time sales less commissions to advertising agencies, representatives and brokers, plus sales of programs, materials

## Market revenues on per-home basis

In the table below, total broadcast revenues for the FCC-reported markets are divided by total TV households contained in that Area of Dominant Influence, as defined by Arbitron Television for 1977. (Two markets—Honolulu and San Juan-Caguas, P.R.—are not included since Arbitron compiles no figures for them.)

Market	\$ per home	Market	\$ per home
Las Vegas-Henderson	83.66	Washington	50.19
Anchorage	72.95	Buffalo, N.Y.	50.01
Salinas-Monterey-San Jose, Calif.	71.42	Jacksonville, Fla.	49.79
Houston-Galveston, Tex.	67.69	Sacramento-Stockton, Calif.	49.65
Denver	66.57	Salt Lake City-Ogden-Provo	49.60
Dallas-Fort Worth	61.82	Columbus, Ohio	49.50
Los Angeles	58.99	Milwaukee	49.21
San Francisco-Oakland	58.88	Boston	49.11
Phoenix-Mesa, Ariz.	58.49	Omaha	48.87
Atlanta	58.29	Dayton, Ohio	48.74
New Orleans	57.75	St. Louis	48.57
Miami	56.65	Minneapolis-St. Paul	48.68
Madison, Wis.	56.36	Boise-Nampa, Idaho	48.50
Albany, Ga.-Tallahassee, Fla.-Thomasville, Ga.	55.67	Rochester, N.Y.	48.37
Baton Rouge	54.85	Detroit	48.27
Seattle-Tacoma, Wash.	53.66	Oklahoma City-Enid	48.07
Bakersfield, Calif.	53.26	Portland, Ore.	47.85
Kansas City, Mo.	53.02	Fresno-Hanford-Tulare-Visalia, Calif.	47.50
Cincinnati	52.72	Columbia, S.C.	47.39
Chicago	51.48	Beaumont-Port Arthur, Tex.	47.31
Indianapolis-Bloomington	51.04	Springfield-Decatur-Champaign-Urbana-Danville, Ill.	47.20
Louisville, Ky.	50.73	San Antonio, Tex.	46.88
Tucson, Ariz.	50.51	Montgomery, Ala.	46.41
Lubbock, Tex.	50.46	Cleveland	46.38
Baltimore	50.37	Peoria, Ill.	45.83
San Diego	50.26	Albuquerque, N.M.	45.27
		Pittsburgh	45.18
		Rockford-Freeport, Ill.	45.15
		Austin, Tex.	45.02
		Corpus Christi, Tex.	44.93
		Syracuse, N.Y.	44.74
		Reno	44.57
		Columbus, Ga.	44.21
		Birmingham, Ala.	44.17
		Tulsa, Okla.	43.91
		Odessa-Midland-Monahans, Tex.	43.64
		Charleston, S.C.	43.38
		Philadelphia	43.36
		Hartford-New Haven-New	




Local <sup>2</sup>		Barter and trade-outs		Total broadcast revenues <sup>4</sup>		Percent change in revenue	Total broadcast expenses 1977 (000)	Total broadcast profit <sup>5</sup> 1977 (000)
1977 (000)	1976 (000)	1977 (000)	1976 (000)	1977 (000)	1976 (000)			
3,987	3,341	148	159	9,978	8,794	13.5	6,776	3,201
3,490	3,241	249	188	7,036	6,225	13.0	5,582	1,454
6,929	6,096	214	183	13,311	11,906	11.8	9,687	3,624
7,169	6,159	327	500	15,167	14,803	2.5	10,948	4,219
16,944	12,628	904	504	33,782	30,621	10.3	20,604	13,178
2,929	2,798	98	122	5,233	4,790	9.2	3,618	1,615
8,601	6,684	273	234	15,145	14,056	7.7	9,994	5,151
1,797	1,565	80	109	3,747	3,444	8.8	3,413	334
6,126	5,419	252	155	9,850	8,682	13.5	9,937	-87
10,543	9,283	283	212	16,729	14,987	11.6	10,987	5,742
**	**	**	**	**	**	-	**	**
26,276	23,671	1,150	1,018	67,454	64,434	4.7	52,276	15,178
3,189	2,879	137	90	5,274	4,806	9.7	4,589	685
6,378	5,807	269	223	11,761	10,697	9.9	7,788	3,973
5,018	4,709	394	315	9,997	9,889	1.1	8,597	1,401
1,578	1,409	138	114	3,128	2,829	10.6	2,628	500
2,246	1,900	222	188	7,196	6,738	6.8	6,311	885
1,478,768	1,283,515	79,690	67,237	3,096,394	2,861,507	8.2	2,139,491	956,903
107,647	106,107	5,026	5,332	211,316	219,475	-3.7	173,261	38,055
586,415	389,622	84,716	72,569	3,307,711	3,080,982	7.4	2,312,752	994,958

<sup>2</sup> facilities and services, plus other broadcast revenue.  
<sup>3</sup> Before federal income tax. Minus sign indicates loss.  
<sup>4</sup> Excludes sales made by 16 commercial stations that obtained substantial revenues from contributions: national and regional—\$4,092,537, and local—\$3,363,906.  
<sup>5</sup> One or more stations failed to report.  
<sup>6</sup> Data withheld to maintain confidentiality of individual station figures.

Market	\$ per home	Market	\$ per home
Britain-Waterbury, Conn.	42.83	Davenport, Iowa-Rock Island-Moline, Ill.	34.53
Orlando-Daytona Beach, Fla.	42.54	Richmond-Petersburg, Va.	34.18
Fort Myers-Naples, Fla.	42.09	Burlington, Vt.-Plattsburgh, N.Y.	33.91
Charlotte, N.C.	41.58	Flint-Saginaw-Bay City, Mich.	33.65
Augusta, Ga.	41.47	Terre Haute, Ind.	33.12
Fort Wayne, Ind.	41.29	Monroe, La.-El Dorado, Ark.	32.97
El Paso, Tex.	40.90	Lincoln-Hastings-Kearney, Neb.	32.85
Tampa-St. Petersburg, Fla.	39.01	Chattanooga	32.72
Toledo, Ohio	38.83	Greenville-Spartanburg, S.C.-Ashville, N.C.	32.68
Lexington, Ky.	38.40	Mobile, Ala.-Pensacola, Fla.	32.37
Idaho Falls-Pocatello, Idaho	38.34	Fargo-Valley City, N.D.	32.16
Colorado Springs-Pueblo	37.96	Jackson, Miss.	31.95
Memphis	37.83	Bangor, Me.	31.88
Des Moines-Ames, Iowa	37.52	Springfield, Mass.	31.84
Norfolk-Portsmouth-Newport News-Hampton, Va.	37.36	Harrisburg-Lancaster-York-Lebanon, Pa.	31.40
Greensboro-High Point-Winston Salem, S.C.	37.21	Wichita-Hutchinson, Kan.	30.87
New York	37.21	Joplin, Mo.-Pittsburg, Kan.	30.38
Albany-Schenectady-Troy, N.Y.	37.17	Knoxville, Tenn.	30.29
Savannah, Ga.	36.89	Charleston-Huntington, W.Va.-Ashland, Ky.	30.15
Evansville, Ind.	36.68	Columbia-Jefferson City, Mo.	29.90
Little Rock, Ark.	36.56	Providence, R.I.-New Bedford, Mass.	29.70
Grand Rapids-Kalamazoo, Mich.	36.29	Roanoke-Lynchburg, Va.	29.63
Duluth, Minn.-Superior, Wis.	36.19	Huntsville-Decatur, Ala.	28.64
Wichita Falls, Tex.-Lawton, Okla.	36.12	Portland-Poland Springs, Me.	28.17
Amarillo, Tex.	36.09	Traverse City-Cadillac, Mich.	28.17
Binghamton, N.Y.	36.02	Youngstown, Ohio	27.78
Nashville	36.01	Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	27.08
Sioux City, Iowa	35.72	South Bend-Elkhart, Ind.	26.74
Spokane, Wash.	35.50	Sioux Falls-Mitchell, S.D.	26.72
Cedar Rapids-Waterloo, Iowa	35.37	Johnstown-Altoona, Pa.	25.97
Erie, Pa.	35.00	Johnson City-Kingsport-Bristol, Tenn.-Va.	25.74
Raleigh-Durham, N.C.	34.80	Shreveport, La.-Texarkana, Tex.	24.61
Greenville-Washington-New Bern, N.C.	34.72	Yakima, Wash.	24.06
Rochester-Austin, Minn.-Mason City, Iowa	34.66	Wilkes Barre-Scranton, Pa.	22.72
Green Bay	34.65		


# Merry Band.



Colonel Hogan and his merry band of Allied soldiers wrangle everything but maid service from their bumbling German captors in this hilarious sitcom set in a World War II POW camp.

The hijinks of these camp cutups are still one of the most powerful attractions in fringe time.

## Hogan's Heroes





## How Ted O'Rourke can deliver

"Hello, how are ya! Can we do some business today?" asks Ted O'Rourke, the Boston born and bred manager of Katz Television Continental in Beantown.

"Two markets? This morning? Don't worry, my friend," beams O'Rourke. "I'll personally deliver the schedules."

Turning from his phone to the CRT in his office, O'Rourke is on-line to the Katz computer

center in New York. He selects the schedules he wants to sell. The computer calculates the presentation—including comments highlighting the spots he will pitch.

Within minutes O'Rourke is on his way to the agency, the familiar green Katz TV avail presentations in his briefcase. Within an hour he's back—with the order. Each of the two Katz-repped stations gets better than



## **faster service by dialing for data.**

60 percent of their market budgets.

Ted O'Rourke has been serving Boston agencies efficiently since 1967. With an assist from Katz on-line computer power, he can now deliver even faster. No wonder Katz Television's Boston sales are up 200% in the past two years.

Giving sales people the resources they need to service their accounts better is just one

of the ways you get to be the best in the rep business. Katz does it all.



**Katz. The best.**

## 4. TV network and station breakouts

Broadcast revenues, expenses and income	Networks	% change over previous year	15 owned-and-operated TV stations	% change over previous year	682 other TV stations <sup>1</sup>	% change over previous year	Total three networks and 697 stations <sup>1</sup>	% change over previous year
Sales to advertisers for time, programs, talent, facilities and services								
Network sales	\$3,234,300,000	21.1						
Deduct payments to owned-and-operated stations	41,400,000	3.0						
Deduct payments to other affiliated stations	239,600,000	6.7						
Retained from network sales	2,953,300,000	22.8	\$41,600,000 <sup>2</sup>	3.5	\$246,300,000 <sup>2</sup>	7.2	3,241,200,000 <sup>3</sup>	21.2
Nonnetwork sales								
To national and regional advertisers <sup>3</sup>	—	—	348,400,000	(2.5)	1,618,900,000	3.4	1,967,300,000	2.3
To local advertisers <sup>3</sup>	—	—	219,900,000	13.8	1,411,000,000	13.9	1,630,900,000	13.9
Total nonnetwork sales	—	—	568,200,000	3.1	3,029,900,000	8.1	3,598,200,000	7.3
Total sales to advertisers	2,953,300,000	22.8	609,800,000	3.2	3,276,200,000	8.0	6,839,300,000	13.4
Sales to other than advertisers	114,600,000	0.1	3,500,000	(14.6)	41,300,000	(2.4)	159,300,000	(1.0)
Total sales	3,067,900,000	21.8	613,300,000	3.2	3,317,500,000	7.9	6,998,700,000	13.1
Deduct commission to agencies, representatives, etc.	486,500,000	21.0	109,700,000	1.4	513,400,000	6.6	1,109,600,000	11.9
<b>Total revenues</b>	<b>2,581,400,000</b>	<b>21.9</b>	<b>503,500,000</b>	<b>3.6</b>	<b>2,804,100,000</b>	<b>8.1</b>	<b>5,889,000,000</b>	<b>13.3</b>
<b>Total expense</b>	<b>2,175,300,000</b>	<b>19.4</b>	<b>354,200,000</b>	<b>8.0</b>	<b>1,958,500,000</b>	<b>8.9</b>	<b>4,488,000,000</b>	<b>13.7</b>
<b>Total income (before federal income tax)</b>	<b>406,100,000</b>	<b>37.4</b>	<b>149,300,000</b>	<b>(6.1)</b>	<b>845,700,000</b>	<b>6.3</b>	<b>1,401,000,000</b>	<b>12.1</b>

<sup>1</sup> includes 61 satellites, 27 of which filed combined reports with their parent stations.

<sup>2</sup> includes payments from networks other than ABC, CBS or NBC.

<sup>3</sup> includes sales of programs, materials, facilities and services made in connection with sales of time. Excludes sales made by 16 commercial stations that obtained most of their revenues from contributions: national and regional—\$4,092,537, and local—\$3,363,006. Because stations are not consistent in the way they classify national/regional versus local sales, year-to-year comparisons should be made with caution.

Notes: Last digits may not add because of rounding. Parentheses ( ) indicate decline.

## 5. Network-only breakouts

### Network revenues:

Revenues from sale of time when program is supplied by advertiser	\$13,487,000
All other advertising revenues	3,220,800,000
Revenues from stations for cooperative programs	4,914,000
All other broadcast revenues	109,682,000
<b>Total gross broadcast revenues</b>	<b>3,348,891,000</b>
Value of trade-out and barter transactions included in revenues	11,165,000
<b>Deduct:</b>	
Payments to stations	281,480,000
Commissions to advertising agencies, representatives, brokers and others, and cash discounts	486,509,000
<b>Total deductions</b>	<b>767,989,000</b>
<b>Net broadcast revenues</b>	<b>2,580,902,000</b>

### Network expenses:

General categories of expenses:	
Technical expenses <sup>1</sup>	
Program expenses	1,878,669,000
Selling expenses	97,492,000
General and administrative expenses	199,123,000
<b>Total broadcast expenses</b>	<b>2,175,284,000</b>

### Selected Expense Items:

Salaries, wages and bonuses of officers and employees engaged in following categories:

Technical <sup>1</sup>	
Program	254,730,000
Selling	21,658,000
General and administrative	77,600,000
Total (all officers and employees)	353,976,000
Depreciation of tangible property	25,294,000
Amortization expense on programs obtained from others (total)	1,190,902,000
Feature film shown or expected to be shown in U.S. theaters	200,891,000
All other feature films	40,502,000
All other programs	949,510,000
Record and transcriptions	3,723,000
Music license fees	10,755,000
Other performance or program rights	105,256,000
Cost of intercity and intracity program relay circuits	51,582,000
Total expense for news and public affairs <sup>2</sup>	207,447,000

### Network income:

Broadcast revenues	\$2,580,902,000
Broadcast expenses	2,175,284,000
<b>Broadcast operating income</b>	<b>\$405,618,000</b>

<sup>1</sup> Because methods of treating technical and program expense differ among the networks, the two figures have been combined.

<sup>2</sup> This figure contains costs already shown above. Costs of sports programs are not included. Note: Last digits may not add to totals because of rounding.

## 6. TV network and station expense items

Item	Technical	Program	Technical plus program	Selling	General and administrative	Total broadcast expenses
Three networks	— <sup>2</sup>	— <sup>2</sup>	\$1,878,669,000	\$ 97,492,000	\$199,123,000	\$2,175,284,000
15 network owned-and-operated stations	\$ 40,269,000	\$198,832,000	239,101,000	48,689,000	66,453,000	354,243,000
414 other VHF network-affiliated stations	159,160,000	542,427,000	701,587,000	184,919,000	472,997,000	1,359,503,000
117 UHF network-affiliated stations	26,121,000	55,950,000	82,071,000	26,063,000	63,709,000	171,843,000
Total 546 network-affiliated stations	225,550,000	797,209,000	1,022,759,000	259,671,000	603,159,000	1,885,589,000
29 VHF independent stations	28,265,000	135,426,000	163,691,000	32,840,000	61,029,000	257,560,000
56 UHF independent stations	22,196,000	62,458,000	84,654,000	27,078,000	42,251,000	153,983,000
Total 85 independent stations	44,761,000	197,884,000	248,345,000	59,918,000	103,280,000	411,543,000
Total 631 stations	270,311,000	995,093,000	1,271,104,000	319,589,000	706,439,000	2,297,132,000
Total three networks and 631 stations <sup>1</sup>	— <sup>2</sup>	— <sup>2</sup>	3,149,773,000	417,081,000	905,562,000	4,472,416,000

<sup>1</sup> Excludes part-year stations, satellite stations and those with less than \$25,000 of time sales.

<sup>2</sup> Because methods of treating technical and program expenses differ among the networks, the two figures have been combined. Note: Last digits may not add to totals because of rounding.

# 7. TV station winners and losers

	Total <sup>1</sup>		Network-Affiliated		Independent	
	VHF	UHF	VHF	UHF	VHF	UHF
Total number of stations reporting	458	173	429	117	29	56
Number of stations reporting profits <sup>2</sup>	422	127	397	89	25	38
Profitable stations as percent of total	92.1	73.4	92.5	76.1	86.2	67.9
Number of stations reporting profits of:						
\$5,000,000 or over	49	1	42		7	1
3,000,000-5,000,000	48	4	43		5	4
1,500,000-3,000,000	79	9	72	1	7	8
1,000,000-1,500,000	51	6	51	2		4
600,000-1,000,000	50	18	49	14	1	4
400,000-600,000	43	20	41	15	2	5
200,000-400,000	38	20	36	17	2	3
100,000-200,000	31	17	30	13	1	4
50,000-100,000	12	14	12	13		1
25,000-50,000	12	10	12	8		2
Less than 25,000	9	8	9	6		2
Number of stations reporting losses	36	46	32	28	4	18
Unprofitable stations as percent of total	7.9	26.6	7.5	23.9	13.8	32.1
Number of stations reporting losses of:						
Less than \$10,000	5	2	5	1		1
10,000-25,000	1	5	1	4		1
25,000-50,000	4	3	3	3	1	
50,000-100,000	3	13	3	8		5
100,000-200,000	9	11	8	6	1	5
200,000-400,000	7	6	7	4		2
400,000 and over	7	6	5	2	2	4

<sup>1</sup> Stations operating full year only excluding satellite stations  
<sup>2</sup> Profits are before federal income tax

# 8. TV network and station investment in tangible property

	Number of stations	Original cost	Original cost minus depreciation
Three networks	—	\$350,830,000	\$147,592,000
Network owned-and-operated stations	15	121,857,000	49,019,000
Other TV stations			
VHF	474	1,561,901,000	718,740,000
UHF	181	303,870,000	141,604,000
Total	670	2,338,458,000	1,056,955,000

# 9. Network and station employment

	Full time	Part time	Total
Three networks	12,147	2,006	14,153
15 network owned-and-operated stations	5,176	271	5,447
All other stations:			
VHF stations (474)	35,618	3,635	39,253
UHF stations (181)	7,418	907	8,325
Total three networks and 670 TV stations	60,359	6,819	67,178

\* The count of 670 stations does not include 27 satellites whose figures were reported in the parent stations' reports, nor does it include 16 religious stations, nor seven stations which were delinquent. There are 720 stations in operation.

# 10. A 10-year track record

Year	Gross advertising revenues				Total TV revenues <sup>5</sup>	Total TV expenses	Total TV income <sup>6</sup>
	Total (\$ million)	Network <sup>2</sup> (\$ million)	National spot <sup>3</sup> (\$ million)	Local <sup>4</sup> (\$ million)			
1977	\$6,839.3	\$3,241.2	\$1,967.3	\$1,630.9	\$5,889.0	\$4,488.0	\$1,401.0
1976	6,029.3	2,674.9	1,922.6	1,431.9	5,198.5	3,948.3	1,250.2
1975	4,722.1	2,156.7	1,449.2	1,116.2	4,094.1	3,313.8	780.3
1974	4,356.6	2,005.6	1,337.3	1,013.7	3,781.5	3,043.2	738.3
1973	4,002.1	1,839.7	1,230.2	932.2	3,464.8	2,811.7	653.1
1972	3,675.0	1,687.5	1,117.4	810.1	3,179.4	2,627.3	552.2
1971	3,178.8	1,490.4	1,002.8	665.6	2,750.3	2,361.2	389.2
1970	3,242.8	1,551.1	1,102.6	589.1	2,808.2	2,354.4	453.8
1969	3,235.5	1,569.6	1,119.1	546.8	2,796.2	2,242.6	553.6
1968	2,916.1	1,424.3	1,009.8	482.0	2,520.9	2,026.1	494.8

<sup>1</sup> Gross advertising revenues are the total amounts paid by advertisers for the use of broadcast facilities. They include commissions paid to advertising agencies and representative agencies, and cover charges for broadcast time and programs, materials, facilities and services supplied by the broadcast industry in connection with the sale of time.

<sup>2</sup> Network advertising revenues for years prior to 1969 were derived as follows: Sales of programs, materials, facilities and service made in connection with sales of time were divided by .85 to yield a figure which included advertising agency commissions. The result of this calculation was added to network time sales (before commissions) to arrive at the total network advertising revenues.

<sup>3</sup> National and regional advertising revenues for years prior to 1969 were estimated with the help of data obtained for the first time in 1969. These provided information on the precise amounts of broadcasting revenues derived from (1) the sale of time to advertisers, including charges for programs, materials and facilities and service supplied in connection with sales of time; and (2) all other broadcast revenues. In prior years, figures reported as "all other broadcast revenues" included some charges for programs, talent, materials and facilities supplied in connection with sales of time. The amounts of the latter, to be included in gross advertising revenues were estimated for years prior to 1969 by applying the ratios of advertiser-connected non-time sales to total non-time sales prevailing in 1969. In addition, because stations are not consistent in the way they classify national/regional versus local sales, year to year comparisons in these categories should be made with caution.

<sup>4</sup> Local advertising revenues for years prior to 1969 were derived in the same fashion as described in footnote 3.

<sup>5</sup> Gross advertising revenues plus all other broadcast revenues less commissions.

<sup>6</sup> Before federal income tax.

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## TV's selling for last quarter off and running

**Late release of fall schedules pushed buying back, but scatter sales are climbing fast**

Network television is steaming ahead toward a hot fourth quarter as the selling of "scatter" advertising picks up momentum now that up-front selling of prime time is virtually completed ("Closed Circuit," Aug. 7).

The scatter sector of prime time has dominated most—but not all—of the attention of sales chiefs the past two weeks. And estimates are that about \$100 million in scatter advertising is in the process of negotiation with agencies or has just been firming up.

As with the up-front sales pattern, negotiations are lagging by several weeks, mainly because of the late release of the new fall schedules. But officials at all three networks pointed out that negotiations and sales are proceeding in an orderly fashion, as happened in the up-front maneuvering. For competitive reasons they declined to name prospective advertisers.

"But of course time is passing and Labor Day, when deals should be made, is pretty much upon us," said Bob Blackmore, vice president, sales, NBC-TV. And although agencies are not stampeding, they are stepping up their activities.

Approximately 75% of prime-time availabilities, including up-front, have been sold, the networks say. Prices have moderated and increases are in the 10% to 12% range, in contrast with the 20% to 25% jump in prime-time rates for the fall of 1977. Network sales officials estimate that up-front buying amounts to about 60% of the total prime time; scatter purchases, about 30%, and special programs, approximately 10%.

Warren J. Boorum, ABC-TV vice president and general manager, sales, calls the present scatter market "the best in history." He said that advertisers not only are those with seasonal needs but some up-front clients requiring added impact.

"The scatter market will continue throughout the year," Mr. Boorum said. "You know television never is sold out."

Paul Isacson, vice president, sales, CBS-TV, said the scatter market is an active one and will continue for several weeks.

"Advertisers have not held back but are buying on a systematic planned basis for scatter as they did with up-front," Mr. Isacson remarked. "We are very pleased with the fourth quarter, not only with prime but with our other areas, including daytime, fringe and particularly news, in which CBS-TV is particularly strong."

Mr. Boorum echoed his CBS-TV col-

league on the strength of other dayparts and singled out his network's growing prowess in daytime. He noted that daytime sales at ABC-TV are at a record level—a reflection, he said, of the network's upsurge in ratings in that daypart.

Similarly, NBC-TV's Mr. Blackmore said sales in all periods are robust and pointed out that the late-night programming line-up is almost sold out for the remainder of the year.

## Buying stations by users instead of by listeners

Broadcast Computing Inc., New York, is introducing a system by which advertisers can evaluate radio stations in terms of the number of product users the stations can deliver.

Jack Allen, BCI president, said collaborators in the venture are Simmons Market Research Bureau and the Webster Group, both New York. Simmons's new national product-user study, which classified users by the format of radio sta-

tions they listen to, provides the basic data for the system. The Webster Group has prepared special sales materials that are to be used by stations with agencies and clients.

BCI's new system uses a series of specially programed magnetic cards that carry product usage and radio station format information. The cards are used in Texas Instruments' Model 59 programing pocket calculator. Mr. Allen said that when the information is combined with local population and station audience data, a salesperson can show a client how many users and heavy users of his product or service are in the market and how many of each group his station delivers with a particular schedule.

The Webster Group is providing a slide presentation and flip charts designed to stress the strong points of a format's audience. A customized version has been made for each of the formats, including adult contemporary, all-news, black, classical, country, golden oldies, good music, middle of the road, progressive, soft contemporary, standard talk and top 40.

## Spot's rise continues in 2d quarter

**TVB figures show increase of 22% for ad expenditures by more than 2,000 firms; up 19% for first half to \$1.3 billion**

Investments in spot television in the second quarter of 1978 rose by 22% to \$728,463,000, according to Broadcast Advertisers Reports figures released today (Aug. 14) by the Television Bureau of Advertising.

For the first six months of the year, TVB said, spot TV spending climbed by 19% to \$1,328,739,600. The bureau noted that for the January-through-June 1978 period, 2,020 companies advertised 7,867 brands on spot TV.

Registering the largest percentage increases during the second quarter was the Coca-Cola Co., up 149% to more than \$16.2 million, followed by PepsiCo Inc., up 66% to more than \$14.5 million; Procter & Gamble (still the spending leader), up 52% to almost \$39.1 million; General Motors Corp., up 43% to more than \$11.9 million, and Kraftco Corp., up 50% to more than \$13.6 million.

The top-100 spot TV advertisers in the second quarter follow immediately; expenditures ranked by product groups are on page 56.

Company	Expenditures
1 Procter & Gamble	\$39,066,100
2 General Foods	25,460,700
3 Coca-Cola	16,224,000
4 PepsiCo	14,544,500
5 Kraftco	13,623,200
6 General Motors	11,928,900
7 Chrysler	10,945,600
8 Lever Brothers	10,871,600
9 General Mills	9,988,700

Company	Expenditures
10 Colgate Palmolive	9,547,000
11 Ford Motor	9,081,000
12 American Home Products	8,997,200
13 International Tel. & Tel.	8,663,400
14 American Tel & Tel	8,347,100
15 Warner-Lambert	8,094,100
16 William Wrigley Jr.	7,872,300
17 Nestle	7,345,200
18 Mars	7,046,200
19 Kellogg	6,316,600
20 Gillette	5,321,400
21 Beatrice Foods	5,242,200
22 Revlon	5,223,600
23 Bristol-Myers	5,210,700
24 Toyota Motors Dist.	5,013,600
25 Borden	4,497,900
26 American Airlines	4,474,300
27 Alberto Culver	4,415,200
28 Scott Paper	4,276,900
29 CPC International	4,190,000
30 Esmark	4,153,800
31 Philip Morris	4,084,400
32 Pabst Brewing	4,000,800
33 Triangle Publications	3,953,000
34 Ford Auto Dealers Assn.	3,900,100
35 Nabisco	3,807,300
36 Time	3,455,500
37 American Motors	3,446,700
38 Jos. Schlitz Brewing	3,384,000
39 Nissan Motor Corp. USA	3,365,100
40 Ralston Purina	3,315,900
41 A.H. Robins	3,272,900
42 Dr Pepper	3,197,800
43 Mattel	3,110,900
44 Anheuser Busch	3,073,200
45 Royal Crown Cola	3,066,100
46 Volkswagenwerk A.G.	3,309,200
47 Standard Oil of California	3,023,100
48 Trans World Airlines	2,867,900



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Catholic Ladies of Columbia  
 Catholic Life Insurance Union  
 Catholic Order of Foresters  
 Catholic Women's Fraternal of Texas—K.J.Z.T.  
 Loyal Christian Benefit Association  
 National Catholic Society of Foresters  
 Union Saint-Jean-Baptiste  
 Western Catholic Union

Company	Expenditures	Company	Expenditures	Company	Expenditures
49 Quaker Oats	2,825,900	66 H. J. Heinz	2,146,400	83 Miles Laboratories	1,808,800
50 Campbell Soup	2,674,900	67 Sterling Drug	2,138,100	84 Eastern Air Lines	1,769,000
51 American Dairy Assn.	2,532,700	68 Chevrolet Auto Dealers	2,136,100	85 Toro Manufacturing	1,763,700
52 Johnson & Johnson	2,521,900	69 American Can	2,125,600	86 R. J. Reynolds Industries	1,738,900
53 Hasbro Industries	2,506,100	70 Mobil	2,087,300	87 RCA	1,721,500
54 Norton Simon	2,472,000	71 Fuqua Industries	2,070,600	88 IC Industries	1,650,100
55 Olympia Brewing	2,414,200	72 International Harvester	2,060,400	89 Gulf Oil	1,650,100
56 Copersucar	2,411,500	73 North American Philips	2,045,500	90 Ponder & Best	1,635,900
57 Consolidated Foods	2,376,200	74 Eastman Kodak	2,019,300	91 Union Oil of California	1,584,200
58 Standard Brands	2,375,800	75 United Brands	2,013,300	92 Polaroid	1,583,900
59 Standard Oil of Indiana	2,357,700	76 Schering-Plough	2,002,700	93 Olin	1,575,800
60 Stroh Brewery	2,296,700	77 General Electric	1,984,900	94 Morton-Norwich Products	1,508,700
61 Pan Am World Airways	2,282,600	78 Reed-Union	1,983,400	95 Blue Cross	1,488,600
62 Datsun Auto Dealers	2,274,600	79 UAL	1,969,400	96 D C M	1,457,000
63 K. Hattori Ltd.	2,268,200	80 Wella	1,945,600	97 Adolph Coors	1,450,500
64 Firestone Tire & Rubber	2,195,300	81 Exxon	1,867,000	98 American Brands	1,433,700
65 K-Tel International	2,187,100	82 Smithkline	1,862,500	99 Clorox	1,420,100
				100 Mego International	1,417,400

## Spot television buying in 1978 by product classification

	2d Quarter '78	Jan-June '78		2d Quarter '78	Jan.-June '78
AGRICULTURE AND FARMING	\$7,682,600	\$14,973,500	Furniture	1,941,600	3,569,200
Fertilizers and feed treatment	3,656,000	6,356,600	Household fabrics and finishes	54,800	340,100
Pest controls	3,279,600	7,408,500	Misc. household furnishings	1,179,800	1,982,700
Misc. agriculture and farming	747,000	1,208,400	INSTITUTIONAL AND CORPORATE PROMOTION	1,191,400	2,226,500
APPAREL, FOOTWEAR AND ACCESSORIES	11,828,700	26,202,700	Fire and casualty	1,191,400	2,226,500
Apparel fabrics and finishes	1,007,300	1,898,300	INSURANCE	9,251,800	18,664,800
Footwear	3,033,300	5,474,200	Fire and casualty insurance	4,558,000	8,050,700
Hosiery	1,863,800	5,387,700	Life insurance	4,693,800	10,614,100
Ready-to-wear	1,579,100	5,067,200	JEWELRY, OPTICAL GOODS AND CAMERAS	13,874,100	18,451,900
Underwear, foundations and bras	3,592,500	6,146,800	Cameras and photographic supplies	6,787,900	7,602,700
Misc. apparel, accessories and notions	752,700	2,228,500	Jewelry, watches and optical goods	7,086,200	10,849,200
AUTOMOTIVE	77,585,700	142,895,200	OFFICE EQUIPMENT, STATIONERY AND WRITING SUPPLIES	2,916,000	4,074,800
Passenger cars	60,395,400	118,448,600	Office machines and equipment	2,493,600	3,562,200
Tires and tubes	6,385,500	7,369,100	Stationery, pen and pencils	422,400	512,600
Trucks and mobile homes	5,688,800	9,838,600	PET FOODS AND ACCESSORIES	12,106,600	26,743,600
Misc. auto accessories and equipment	5,116,000	7,238,900	Pets foods	9,245,200	22,495,700
BEER AND WINE	36,259,300	55,858,300	Pet supplies	2,861,400	4,247,900
Beer and ale	27,642,400	43,065,200	PROPRIETARY MEDICINES	21,781,500	55,423,900
Wine	8,616,900	12,793,100	Cough, cold and sinus remedies	3,076,700	14,501,900
BUILDING MATERIAL EQUIPMENT AND FIXTURES	17,004,700	27,134,000	Digestive aids and antacids	2,654,300	5,082,500
Building materials	2,732,500	3,444,600	Headache remedies and sedatives	3,517,300	8,327,200
Equipment fixtures and systems	9,306,400	17,117,800	Laxatives	355,500	832,700
Protective coating and finishes	4,965,800	6,571,600	Medical equipment and supplies	3,746,300	5,030,400
CONFECTIONERY AND SOFT DRINKS	82,264,600	121,788,700	Reducing aids	1,287,300	2,753,300
Confectionery	24,723,400	45,982,100	Skin products and liniments	4,066,200	13,255,800
Soft drinks	57,541,200	75,806,600	Vitamins	789,800	1,593,100
CONSUMER SERVICES	17,368,200	37,736,300	Misc. proprietary medicines	2,288,100	4,047,000
Communications and public utilities	7,593,800	14,469,000	PUBLISHING AND MEDIA	17,029,400	39,717,800
Engineering and professional services	2,846,500	9,395,800	Books	4,539,400	10,459,900
Financial	1,574,400	2,730,200	Magazines and newspapers	12,490,000	29,257,900
Schools and colleges	2,680,200	6,858,400	RECORDS AND TAPES, RADIOS AND TV SETS	18,381,700	65,528,000
U.S. government	2,673,300	4,282,900	Musical instruments	469,500	597,000
FOOD AND FOOD PRODUCTS	155,137,900	288,412,500	Records and tape recordings	14,126,200	54,450,800
Appetizers, snacks and nuts	5,196,900	9,228,600	Radios, TV sets, phonographs and recorders	2,981,900	8,041,300
Bakery goods	18,513,900	37,011,500	Misc. components and supplies	804,100	2,438,900
Cereals	17,024,900	31,236,100	SMOKING MATERIALS	1,678,100	2,026,100
Coffee, tea and cocoa	24,924,100	45,575,200	Cigars and tobacco	1,591,000	1,821,000
Condiments	5,531,400	9,440,500	Misc. smoking materials and accessories	87,100	205,100
Dairy products	19,386,600	30,746,200	SOAPS, CLEANSERS AND POLISHES	37,399,900	66,095,400
Desserts and dessert ingredients	1,948,200	3,254,800	Cleansers and polishes	16,126,800	24,543,800
Flour and baking mixes	941,000	2,452,300	Laundry preparations	5,801,100	10,259,700
Fruit and vegetable juices	3,196,100	5,551,000	Soaps and detergents	15,472,000	31,291,900
Fruit and vegetables	6,424,900	15,275,000	SPORTING GOODS AND TOYS	25,582,700	40,078,000
Health and dietary foods	2,770,200	4,664,300	Games, toys and hobbycraft	17,634,900	27,371,600
Meat and poultry and fish	14,471,700	28,196,100	Sporting goods	7,947,800	12,706,400
Pasta products and dinners	4,436,400	9,792,100	TOILETRIES AND TOILET GOODS	61,477,000	110,027,100
Prepared dinners and dishes	4,676,200	10,347,700	Cosmetics and beauty aids	14,217,400	26,951,600
Salad dressings and mayonnaise	9,591,200	13,145,200	Dental supplies	12,352,800	22,030,700
Shortening and oil	5,521,000	10,648,400	Depilatories and deodorants	3,536,300	5,314,800
Soups	1,356,400	4,831,300	Feminine hygiene products	1,554,400	2,611,800
Sugars, syrups and jellies	1,989,800	3,338,100	Hair Products	20,011,100	36,792,600
Misc. food and food products	7,237,000	13,677,500	Men's shaving equipment	1,574,900	2,017,300
GASOLINE, LUBRICANTS AND OTHER FUELS	14,541,200	21,657,200	Men's Toiletries	1,775,900	2,488,600
HORTICULTURE	11,030,400	12,827,800	Toilet soaps	4,968,800	9,457,300
HOUSEHOLD EQUIPMENT AND SUPPLIES	39,598,200	67,427,900	Women's shaving equipment	796,700	1,090,500
Cooking utensils	1,187,100	2,959,200	Misc. toiletries and toilet goods	688,700	1,271,900
Deodorizers and air fresheners	547,900	1,079,600	TRAVEL, HOTELS AND RESORTS	23,830,000	44,244,600
Food wraps and foils	1,594,100	2,400,300	Airlines	19,257,700	34,137,600
Household paper products	13,539,600	24,844,500	Buses and trains	1,160,000	3,285,500
Insecticides and disinfectants	4,321,300	5,208,300	Car and truck rental	1,557,000	3,390,700
Major appliances	6,597,200	9,811,400	Hotels and resorts	1,812,300	3,115,300
Patio and barbecue equipment	1,882,800	2,054,200	Steamships	43,000	315,500
Small appliances and equipment	5,359,700	9,432,300	MISCELLANEOUS	6,794,200	10,193,900
Misc. accessories and supplies	4,568,500	9,638,100			
HOUSEHOLD FURNISHINGS	4,867,900	8,329,100			
Floor covering	1,691,700	2,437,100			
			<b>TOTAL</b>	<b>\$728,463,800</b>	<b>\$1,328,739,600</b>



# NRBA '78

**The Scene: San Francisco**

**The Subject: Radio**

**The Action: Intense**

From two exhibit halls jammed with the latest in equipment and services, to meeting rooms where pros trade outlooks, insights and arguments, to busy hospitality suites and impromptu corridor conferences, the subject is radio and only radio. And the involvement is intense.

It's NRBA's Annual National Radio Broadcasters Conference and Exposition, and it's coming up in San Francisco September 17-20.

## Radio's biggest event!

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## By and for radio people.

What makes the NRBA convention so productive? Simple. It's conceived, planned and run by broadcasters for broadcasters. NRBA is a shirt-sleeves, volunteer organization of working men and women who are dedicated to the radio business — and this convention shows it.

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CONFERENCE AND EXPOSITION, SEPT. 17-20, 1978  
HYATT REGENCY EMBARCADERO, SAN FRANCISCO**

## Ayer on hot streak, adds Pan American to its client list

**Acquisition of heavy broadcast spender brings agency's worldwide billings to \$500 million; four finalists engage in test advertising campaigns for airline account**

N W Ayer ABH International, New York, has capped a month-long new-business boom by landing the combined international and domestic account of Pan American World Airways, which bills more than \$30 million annually.

In the past 30 days Ayer has captured more than \$100 million in billings, having obtained the renewal of the U.S. Army account (up to \$54 million) and acquired Seven-Up (an estimated \$22 million). Pan American, which spends about \$8 million in television and radio, is currently handled by Alley & Gargano, New York (domestic), and J. Walter Thompson Co., New York (international). The change will be effective Sept. 1.

Pan American, in its search for a new agency, paid each of four finalists \$10,000 to create advertising campaigns introducing the airline. Other competitors were Needham, Harper & Steers, New York; McCann-Erickson, New York, and Grey Advertising, New York.

The flurry of new business at Ayer, the oldest agency in the U.S. (109 years old), brings its billings up to the rate of approximately \$500 million worldwide and about \$350 million domestically. Ayer allocates an estimated 50% of its domestic billings to television and radio.

Louis T. Hagopian, board chairman and chief executive officer of Ayer, said that hundreds of employees from all parts of the country have been involved in the successful presentations this spring and summer. But he added there have been "a few people at the helm."

Mr. Hagopian and Jerry J. Siano, executive vice president and director of creative services, participated in all three presentations. Jerry N. Jordan, executive vice president, played a key role in the Pan American presentation, while Al Wolfe, also an executive vice president, acted in a similar capacity on the Seven-Up solicitation. Theodore M. Regan Jr., executive vice president and associate creative director, was an active contributor to the U.S. Army and Pan American presentations, and Neal W. O'Connor, chairman of the executive committee, was responsible for setting up a worldwide network of agencies to service the Pan American business.

Ayer's long list of accounts active in broadcast advertising also includes AT&T, General Motors, duPont, Avon Products, Kraft, Nestle, Goodyear Tire & Rubber Co., Ralston Purina Co. and Gerber Products.

**Attention: researchers.** Board of directors of Advertising Research Foundation has approved hiring of individual to fill newly created position of vice president, research. Ingrid C. Kildegaard, technical director of ARF for 12 years, will work with new vice president in coordination of all new and continuing research programs and activities.

**TV ratings committee.** Broadcast Rating Council has formed new television committee consisting of Fred Paxton, WPSD-TV Paducah, Ky., chairman; Walter Bartlett, Multimedia Broadcasting Co.; Don B. Curran, Field Communications; Russ McKennan, NAB research; Jay Eliasberg, CBS; Thomas Fuld, Lever Brothers; Roger Rice, Television Bureau of Advertising; Walter Windsor, WFTV(TV) Orlando, Fla.; Adam Young, Adam Young Inc., and H. M. Beville Jr., Broadcast Rating Council, secretary. A companion committee for radio was established last month. Two committees will make recommendations to BRC board of directors for policy approval of actions proposed in their respective areas.

**For football.** Qantel, business computer manufacturer, and General Motors' Buick division added to participating sponsors of CBS Radio network's package of 36 National Football League games. Qantel is represented by Roggers French Inc., Irvine, Calif., and Buick by McCann-Erickson, Troy, Mich.

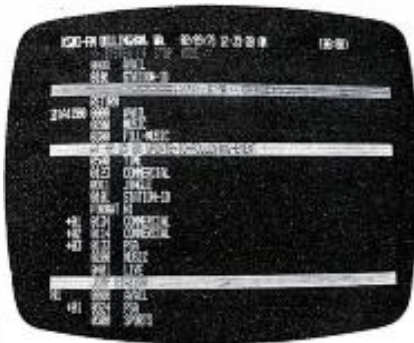
**ARF has 336.** Advertising Research Foundation, New York, reports 50 firms have been added to its membership roster since Jan. 1, bringing total to 336. Membership includes advertisers, media, agencies, research firms, associations, academia and international organizations.

## GOALS subcommittees

**GOALS, the industrywide organization,** set up to stimulate improvement in radio audience measurement, has formed three subcommittees.

The new subcommittees of GOALS, which operates under the auspices of the Radio Advertising Bureau, are: methodological review, headed by Roy Shapiro, manager of station group research, Group W, New York; procedures review, of which Terry Drucker, director of research, CBS Radio Spot Sales, New York, is chairman, and new and special services, headed by William Schrank, vice president and director of research, Katz Radio, New York.

The GOALS committee continues under the over-all direction of co-chairmen, Robert Galen, vice president and director of research and media planning, Blair Radio, and Kathryn Lenard, director of research, NBC Radio.



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# The Broadcasting Playlist Aug 14

## Contemporary

<i>Last This week week</i>	<i>Title □ Artist</i>	<i>Label</i>
3	1 <i>Grease</i> □ Frankie Valli	RSO
5	2 <i>Three Times a Lady</i> □ Commodores	Motown
2	3 <i>Miss You</i> □ Rolling Stones	Rolling Stones
1	4 <i>Last Dance</i> □ Donna Summer	Casablanca
6	5 <i>Boogie Oogie Oogie</i> □ A Taste of Honey	Capitol
9	6 <i>Love Will Find a Way</i> □ Pablo Cruise	A&M
4	7 <i>Copacabana</i> □ Barry Manilow	Arista
12	8 <i>Hot Blooded</i> □ Foreigner	Atlantic
16	9 <i>Life's Been Good</i> □ Joe Walsh	Asylum
8	10 <i>Baker Street</i> □ Gerry Rafferty	United Artists
11	11 <i>Shame</i> □ Evelyn "Champagne" King	RCA
14	12 <i>My Angel Baby</i> □ Toby Beau	RCA
18	13 <i>Still the Same</i> □ Bob Seger	Capitol
19	14 <i>An Everlasting Love</i> □ Andy Gibb	RSO
10	16 <i>Use Ta Be My Girl</i> □ O'Jays	Phila. Intl.
17	17 <i>Macho Man</i> □ Village People	Casablanca
32	18 <i>Hopelessly Devoted to You</i> □ Olivia Newton-John	RSO
25	19 <i>Magnet and Steel</i> □ Walter Egan	Columbia
13	20 <i>Two Out of Three Ain't Bad</i> □ Meatloaf	Epic
20	21 <i>Fool If You Think It's Over</i> □ Chris Rea	United Artists
23	22 <i>Kiss You All Over</i> □ Exile	Warner Bros.
15	23 <i>You're the One That I Want</i> □ Travolta/Newton-John	RSO
39	24 <i>Got to Get You Into My Life</i> □ Earth, Wind and Fire	Columbia
24	25 <i>You</i> □ Rita Coolidge	A&M
40	26 <i>Reminiscing</i> □ Little River Band	Harvest
46	27 <i>Summer Nights</i> □ John Travolta/Olivia Newton-John	RSO
28	28 <i>Hot Child in the City</i> □ Nick Gilder	Chrysalis
27	29 <i>You Belong to Me</i> □ Carly Simon	Elektra
33	30 <i>The Groove Line</i> □ Heatwave	Epic
22	31 <i>Runaway</i> □ Jefferson Starship	Grunt
31	32 <i>Two Tickets to Paradise</i> □ Eddie Money	Columbia
30	33 <i>Close the Door</i> □ Teddy Pendergrass	Phila. Intl.
34	34 <i>Take a Chance on Me</i> □ Abba	Atlantic
44	35 <i>You and I</i> □ Rick James	Gordy
-	36 <i>Don't Look Back</i> □ Boston	Epic
21	37 <i>Bluer Than Blue</i> □ Michael Johnson	EMI America
26	38 <i>Stuff Like That</i> □ Quincy Jones	A&M
38	39 <i>Dance With Me</i> □ Peter Brown	Drive
36	40 <i>Stay</i> □ Jackson Brown	Elektra
-	41 <i>Back in the U.S.A.</i> □ Linda Ronstadt	Asylum
-	42 <i>Whenever I Call You "Friend"</i> □ Kenny Loggins	Columbia
48	43 <i>Hollywood Nights</i> □ Bob Seger	Capitol
41	44 <i>You Needed Me</i> □ Anne Murray	Capitol
47	45 <i>Just What I Needed</i> □ The Cars	Elektra
29	46 <i>I'm Not Gonna Let It Bother Me</i> □ A.R.S.	Polydor
42	47 <i>King Tut</i> □ Steve Martin	Warner Bros.
37	48 <i>She's Always a Woman</i> □ Billy Joel	Columbia
49	49 <i>Come Together</i> □ Aerosmith	Columbia
-	50 <i>Mr. Blue Sky</i> □ Electric Light Orchestra	Jet

## Playback

**Boston's back.** The much-anticipated Boston album, *Don't Look Back* (Epic), has finally been released and stations from coast to coast are adding the title cut, which bolts to 34. Describing this rapid chart action, Kris O'Kelley of WZGC(FM) Atlanta says: "Everybody's afraid of it. They're afraid if they don't add it, they'll look too late. [Everyone's] been waiting so long for it." And, he continues, "It's a good record, but not the best cut on the album." Jim Reitz of WTLB(AM) Utica, N.Y., says, "It sounds like Boston [and after the long wait] I'm not disappointed at all." **Ronstadt's rhythm.** Linda Ronstadt also makes an impressive debut this week at 41 with her new single, *Back in the U.S.A.* (Asylum). "It's a monster," says Bobby Knight of WCUE(AM) Cuyahoga Falls (Akron), Ohio. "It's the old Chuck Berry song ... an across-the-board smash ... a good rocker." **Dynamic duo.** Kenny Loggins is backed up by Fleetwood Mac's Stevie Nicks on *Whenever I Call You "Friend"* (Columbia) and the combination seems to work: The song enters "Playlist" at 42. Jim Smith of WOKY(AM) Milwaukee says: "It feels good, he's a popular artist and this is certainly one of the best he's done." Jim Jacobs of WPXI(AM) Thomasville, Ga., agrees. "It's an excellent record. Without a doubt, he can't miss." The single, drawn from the *Nightwatch* LP, is the second on which Ms. Nicks lends her talents. The other is Walter Egan's *Magnet and Steel* (Columbia) which continues chart-climbing, bolting to 19 this week. **Racing Cars.** The Cars' *Just What I Needed* (Elektra) has been a smash in the Boston area for a number of weeks, and it is now getting national recognition. At 45 this week, this rocker is on at WXLO(FM) New York, WSAI(AM) Cincinnati, WKTO(AM) Pittsburgh and KINN(AM) Alamogordo, N.M.

## Country

<i>Last This week week</i>	<i>Title □ Artist</i>	<i>Label</i>
2	1 <i>Talking in Your Sleep</i> □ Crystal Gayle	United Artists
6	2 <i>Rake and Ramblin' Man</i> □ Don Williams	ABC
4	3 <i>Love or Something Like It</i> □ Kenny Rogers	UA
5	4 <i>When I Stop Leaving</i> □ Charley Pride	RCA
10	5 <i>Rose Colored Glasses</i> □ John Conlee	ABC
1	6 <i>You Don't Love Me Anymore</i> □ Eddie Rabbitt	Elektra
25	7 <i>Boogie Grass Band</i> □ Conway Twitty	MCA
7	8 <i>Talk to Me</i> □ Fredy Fender	ABC
-	9 <i>Beautiful Woman</i> □ Charlie Rich	Epic
9	10 <i>I'll Find It Where I Can</i> □ Jerry Lee Lewis	Mercury
12	11 <i>You Needed Me</i> □ Anne Murray	Capitol
17	12 <i>Love Me With All of Your Heart</i> □ J. Rodriguez	Mercury
3	13 <i>Only One Love in My Life</i> □ Ronnie Milsap	RCA
14	14 <i>What Can I Say</i> □ Jerry Reed	RCA
23	15 <i>We Belong Together</i> □ Susie Allanson	Warner Bros.
-	16 <i>I'll Just Take It Out in Love</i> □ George Jones	Epic
8	17 <i>From Seven 'til Ten</i> □ Loretta Lynn & Conway Twitty	MCA
-	18 <i>Hello Mexico</i> □ Johnny Duncan	Columbia
13	19 <i>Please Help Me</i> □ Janie Fricke	Columbia
11	20 <i>Tonight</i> □ Barbara Mandrell	ABC
18	22 <i>I Believe in You</i> □ Mel Tillis	MCA
-	23 <i>I've Always Been Crazy</i> □ Waylon Jennings	Columbia
-	24 <i>Come See Me and Come Lonely</i> □ Dottie West	UA
-	25 <i>Better Me</i> □ Tommy Overstreet	ABC

## What Wiley wouldn't, Ferris may

**There's a new acceptability at FCC these days for actions an earlier commission would have sidetracked; inquiries into community service program category, PSA's, captioning for deaf are cases in point**

The FCC under its present chairman, Charles D. Ferris, appears to be demonstrating a willingness to undertake the kind of matters it had avoided under former Chairman Richard E. Wiley.

Last week, for instance, the commissioners in effect expressed approval of notices of inquiry into proposals that add a new program type, "community service program," to the program definitions for commercial television stations, and into the airing of public service announcements by broadcasters.

What's more, Chairman Ferris and Commissioner Joseph Fogarty exhibited strong interest in reopening the captioning-for-the-deaf issue. The commission appeared to have sidestepped that in

December 1976, when it adopted rules permitting broadcasters to use line 21 of the vertical blanking interval for closed captioning for the deaf, or other purposes (BROADCASTING, Dec. 13, 1976).

The community service program proposal had been advanced in petitions for rulemaking filed by the United Church of Christ and a number of other church groups, including the Communications Committee of the U.S. Catholic Conference and the Communications Commission of the National Council of Churches of Christ in the U.S.A.

Essentially, the petitions involve a request that, along with news, public affairs and "other programing," the commission ask television renewal applicants to report on the "community service" programing they do. Community service programs would be defined as those carried on a sustaining basis, directed at social problems in the community, and provided by nonprofit or governmental organizations. (Indeed, one of the reasons for the petitions was the concern on the part of some religious groups that some stations were showing reluctance to take religiously oriented programing on a sustaining basis; they wanted to be paid.) Dramatic programs could be included. The staff more than a year ago prepared an item rejecting the petitions for rulemaking as unnecessary. Given the climate at the commission then, that recommendation probably would have been accepted. Somehow, the item was

misplaced, and did not surface until Commissioner Fogarty asked about it several weeks ago.

When the item finally reached the agenda last week, a number of commissioners, perhaps a majority, were reported ready to override the staff's recommendation and call for a notice of rulemaking ("Closed Circuit," Aug. 7). However, the Broadcast Bureau, through Deputy Chief Martin Levy, in effect disowned the recommendation and suggested that the commission instead issue a notice of inquiry on the questions involved—a recommendation that won immediate and unanimous acceptance. Commissioner James Quello, the former broadcaster who normally would be expected to oppose commission involvement in such matters, said, "I'll support a notice of inquiry."

Mr. Levy said the staff would draft a notice of inquiry in time for commission consideration by the first meeting in October.

The notice of inquiry concerning public service announcements, which was ready for action and was adopted, was the staff's recommendation for dealing with a petition for reconsideration of a commission action last October. At that time, the FCC denied a petition for rulemaking that had been filed by the Public Media Center, 65 other citizen groups and five members of Congress who were seeking the broadcast of PSA's (public service announcements) during more "desirable" time, a limitation on the number of PSA's that a broadcaster could take from a single source and a requirement that broadcasters carry a certain percentage of locally originated PSA's (BROADCASTING, Oct. 17, 1977). The commission said adoption of the proposed rules would be an unwarranted "intrusion" in programing.

The staff said additional data supplied by the petitioners in seeking reconsideration warranted a notice of inquiry to determine what, if any, action is required. Staff members conceded privately that another reason was expressions of concern by commissioners in recent weeks about reports that some broadcasters are broadcasting PSA's during "graveyard" hours. The inquiry seeks information on when PSA's are aired, who provides them and at whom they are directed. It also asks whether a "specific requirement" should be imposed on broadcasters regarding the presentation of PSA's—whether that would be necessary to insure they air "a reasonable number" of them.

The matter of captioning television for the deaf came up in connection with a discussion of a petition to deny the renewal of eight Los Angeles stations on the ground they had not ascertained or served the needs of the hearing-impaired. The petition was filed by a group of Los Angeles area residents.

The commission accepted the staff's recommendation to reject the petition, principally on the ground that the hearing-impaired do not constitute a category of persons broadcasters are expected to survey. But the discussion prompted

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**KNXT draws short straw.** As promised, the FCC last week granted CBS's KNXT(TV) Los Angeles a one-year license renewal. The short-term renewal is the sanction the commission decided to impose against CBS for misleading the public by erroneously billing four Heavyweight Championship of Tennis matches as winner take all (BROADCASTING, July 24). The commission cleared the way for the sanction when it rejected a petition to deny against eight Los Angeles stations, including KNXT. The petition alleged the stations had not adequately served the hearing-impaired. Stations involved, besides KNXT, were KABC-TV, KCET-TV, KCOP-TV, KHJ-TV, KNBC(TV), KTLA(TV) and KTTV(TV). Only three of the stations—KTLA and KNBC, along with KNXT—were renewed however. The other renewals were deferred for a variety of reasons.

Chairman Ferris to wonder out loud about efforts to develop a captioning-for-the-deaf program. Aiding the hearing-impaired to gain access to television is a matter that has held the attention of President Carter (BROADCASTING, Feb. 21, 1977), and Chairman Ferris, at his confirmation hearing almost a year ago, labeled it a "priority matter" (BROADCASTING, Oct. 3, 1977).

What, he wondered, "are the obstacles to moving ahead?" He said the Department of Health, Education and Welfare had told the networks it was willing to assume the "start-up costs" for such a program for an initial two-year period. (The offer is in "a more embryonic stage" than that suggests, according to Barry Katz, of HEW's Bureau of Education for the Handicapped. But he said the department is considering establishing one or two "facilities" that would caption the networks' programs. Thus the networks would be saved costs of capitalization and of training personnel. He said the costs to the networks would be about \$2,000 per hour program.)

HEW, which is working with the Public Broadcasting Service in developing a closed-captioning system, still faces some technical problems. But the lack of enthusiasm, if not opposition, to participation in such a program by CBS and NBC—ABC has exhibited a willingness to cooperate—has concerned government officials.

Commissioner Fogarty, who is the commission's representative to the Interagency Committee on Handicapped Employees, a presidentially created group, said he is "embarrassed that we've done practically nothing" on helping the hearing-impaired. "The attitude of the two networks is very bothersome," he said. "It would help to reopen the line 21 proceeding and come to the conclusion to order the networks to use line 21 to help the deaf."

If nothing else, the discussion gave birth to an idea for a general discussion of the problem before the commission. Jeff Krauss, of the Office of Plans and Policy, had said Dr. Edward Martin, of HEW's Bureau of Education for the Handicapped, and Daniel Wells, of PBS, were scheduled to brief the commission on the closed-captioning system at a meeting in October. But as the discussion continued, suggestions were expressed for expanding the program to include other HEW officials and network representatives. "We might be able to get an interesting program together," Mr. Krauss said.

In other actions, the commission:

- Took the first step in establishing rules regulating cable television pole attachments. It adopted rules governing procedures cable television systems are to follow in filing complaints regarding the rate charges or the terms or conditions imposed by utility companies that are not regulated by a state or local government. A second report and order is in preparation that will deal with substantive issues—guidelines for determining the utility's costs, operating expenses and additional capital costs, among other matters. In the meantime, the commission will deal with complaints on an ad hoc basis.

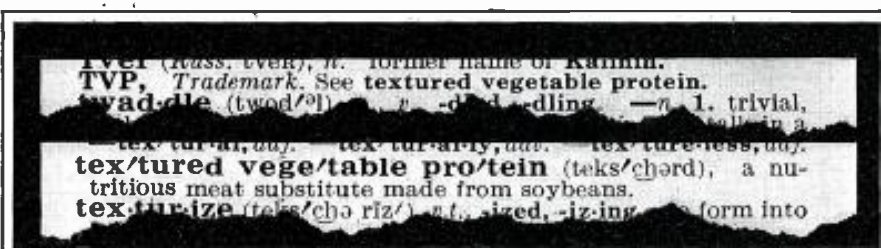
- Denied petitions for reconsideration of its decision in March exempting distant television signals that are "significantly" viewed in a community from the cable

television nonduplication rules. However, at the urging of the Broadcast Bureau, the commission appears likely to adopt a change in the order that would enable a broadcaster, at his own option and expense, to have a survey made in an effort to prove a distant station being imported was not in fact "significantly" viewed.

There was some confusion on the point, as Chairman Ferris at first seemed to accept, with the other commissioners, the bureau's suggestion, but then offered language of his own that would have defeated the bureau's intention. However, when Commissioner Tyrone Brown pointed out that the chairman's proposed language would result in an "inconsistency" in the order, the matter was left to be worked out by the staff, with the assumption being the Broadcast Bureau's original suggestion would prevail.

- Denied a petition by KCMC Inc. for a declaratory ruling that its KTAL-TV Texarkana, Tex., is not covered by the media-crossownership rule requiring a breakup of newspaper-television stations that constitute "egregious" media monopolies. KCMC based the argument on the ground its principal city of service is Shreveport, La., which is served by other television stations. The commission said KCMC could request a waiver.

- Rejected a fairness doctrine complaint that the Council on Religion and the Homosexual filed against Faith Center's



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KVOF-TV San Francisco. The commission held that the programming the station presented to balance antigay-rights material in a *PTL Club* program featuring Anita Bryant was adequate. But that wasn't the end of the matter. The commission admonished the licensee—already in trouble with the FCC for refusing to turn over information the agency wants in an investigation of Faith Center's financial matters (BROADCASTING, July 3)—for failure to know what was in the program that prompted the complaint. And it directed the renewal branch to look into the staff's finding that while the station had proposed up to 27% local programming in the 1974-77 renewal period, it had delivered less than 2%. It has promised some 50% for the 1977 renewal period. The staff noted that the station had no studio in San Francisco, that its nearest video recording facility was in Glendale, 400 miles to the south.

■ Rejected a request from three members of the House Commerce Committee—Representatives Lionel Van Deerlin (D-Calif.), chairman of the Communications Subcommittee, John Moss (D-Calif.), and Andrew Maguire (D-N.J.)—that the commission conduct a study on the feasibility of transferring channel 7 from New York to Trenton, N.J., as a means of satisfying New Jersey's stated need for a VHF station. The commission noted that in October it will review the record of television stations in New York and Philadelphia against their promises to meet New Jersey's needs. The commission said it would defer until then a determination as to whether the requested study or some other is needed.



**Hail and farewell.** Donald H. McGannon, chairman and president of Westinghouse Broadcasting Co., New York, introduces Vice President Walter Mondale at the opening session of last week's 68th annual National Urban League conference in Los Angeles. This is Mr. McGannon's fifth and final year as Urban League chairman. Looking on are Representative Yvonne Braithwaite Burke (D-Calif.) and Vernon Jordan, president of the National Urban League.

■ Terminated its inquiry into the need for preferential press wire service because of the unwillingness of the press parties in the case to proceed under the issues specified by the commission. The parties, including the National Association of Broadcasters and the Radio Television News Directors Association, had asked the commission to end the proceedings because of the pendency of other rate proceedings and until they had explored alternate sources of alternate technologies. (BROADCASTING, June 19, July 10). They

said the cost of assembling the evidence required would not be justified in view of the "at best short-term relief" the commission might offer "under a service offering ill suited to present needs and long range goals of the press." The proceeding was to determine the extent to which AT&T's elimination of multipoint use of Telpak end links last January and the possible termination of other Telpak and private line rates would impair the dissemination of news, and whether the commission should authorize separate rates to restore the press's ability to disseminate news widely. The commission made a point of noting that the press parties in the past had complained of immediate hardship and subscription cancellations because of AT&T's rates.

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## Voice of protest in New Hampshire

**Broadcaster who is also state senator calls FCC proposal to include homosexuals in list of contacts for ascertainment an affront to community leaders**

D. Alan Rock, who combines careers in politics and broadcasting in New Hampshire, has issued a news release that "blasted" the FCC's proposal "that would require radio stations to solicit opinions from homosexuals in planning their programming for their listeners" (BROADCASTING, July 17).

Mr. Rock, who is president and general manager of WSMN(AM) Nashua and a Republican member of the state senate, said it was an "affront" to community leaders such as those concerned with agriculture and the environment to "tell radio stations that they must include homosexuals and lesbians" among those persons to be

interviewed in ascertaining community needs.

The commission has not yet issued the notice of proposed rulemaking in which the question of interviewing representatives of "significant" groups, even if they are not among the 19 categories listed in the commission's ascertainment primer, will be considered.

But the proposal is being considered in response to a petition by the National Gay Task Force. And the commission's aim is to impose on broadcasters the responsibility for interviewing representatives of all "significant" groups, at least those readily accessible.

## It's haves vs. have-nots on top-50 policy

**The first would repeal guide restricting group ownership in largest markets; others would keep it in place; both note it hasn't been enforced during first 10 years on books**

Seventeen filings arrived at the FCC last week in response to the commission's consideration of abolishing or amending its "top-50 policy," which requires parties seeking to acquire more than three television stations (or two VHF stations) in the 50 largest markets to show why such an acquisition would be in the public interest.

Only two of the comments supported retention of the policy, and the lines are clearly drawn. Those owning stations or with potential to be group owners think the policy should be abolished. Those having more difficult access to station ownership think it should stay, and even be strengthened.

On one side are Metromedia Inc., the three major networks, Field Communications Corp., Viacom International Inc., Post-Newsweek Stations Inc. and various other groups or groups of companies. On the other side are two groups—one calling itself "Citizens" and representing the National Association for the Advancement of Colored People, Office of Communication of the United Church of Christ, National Council of La Raza, National Organization for Women, National Media Committee and Citizens Communications Center, and the other the National Black Media Coalition.

CBS said the FCC has never brought to hearing any application raising a top-50 issue during the 10 years the policy has been in existence and remarked that the policy's enforcement is unworkable—"whatever its superficial attraction to those who believe that the more 'diverse' is station ownership the better is the broadcast service to the public . . ."

There are, those who so believe. The "Citizens" group said: "By definition, multiple owners reduce diversity (one voice is simply not two), they increase the

monopolization of television, they prevent local ownership, and, because fewer owners means greater scarcity, the value attached to such scarcity increases out of proportion the sale price of stations and severely limits ownership access by local or minority owners."

Another group of owners including the Cox and Newhouse broadcasting organizations said financial resources of groups are used to "improve broadcast facilities and enhance opportunities for developing new program sources." Such combined ownership, the group said, "has even been found by the commission to represent the only real chance of making a station reasonably competitive in its market."

Citizens, on the other hand, said mass media increasingly depend on mass consumption "and therefore on viewers with uniform perceptions and responses, as broadcasters seek higher advertising revenues. Diversity of viewpoints including those of minorities necessarily means reaching beyond bland programing and offending, disturbing or even boring portions of the audience. A broadcasting system that truly promoted diversity would make it more difficult for the voice of television to refer to its audience by the collective 'You'."

The Cox-Newhouse group, however, felt that "... only the most naive observer would suggest that the development of popular news and entertainment programing would be enhanced if left to the efforts of individually owned stations."

Almost all the group-owner comments

**Not ready on fees.** A proposed discussion of its fee refund program was scrubbed by the FCC from its agenda last week. The staff had expected to furnish the commission with a draft notice of inquiry based on a "cost-based section" of the proposed new fee schedule, on which comments would be invited (BROADCASTING, Aug. 7). However, the staff decided the notice needed further refinement, and suggested deletion of the item from the agenda. The matter is expected to be rescheduled for mid-September. Officials say the delay of discussion will not set back the program. The plan is to go from a notice of inquiry to a final order on refunds, skipping the notice of rulemaking.

said the commission should rescind its top 50 policy because it inhibits competition and diversity, and does nothing more than the existing commission rules on multiple ownership. Corinthian Broadcasting Corp. said, further, that the policy "poses a greater threat than no policy at all."

Citizens, on the other hand, said that as the first step to reduce concentrated ownership the commission should limit the number of television licenses any entity may hold in the top-50 markets to one.

The thrust of the two groups supporting the policy was at minority ownership. The National Black Media Coalition said few top-50-market stations are sold and when they are they go through "all-white brokerage firms" and often are sold to "ex-

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perienced TV operators." There is no incentive, the group said, to sell to minorities. Echoing that the commission has not applied the policy since it came into existence 10 years ago, NBMC said there should be "very limited" grounds for waivers.

"There is every indication," Citizens said, "that nonlocal owners are never minority groups and that national bidding destroys any possibility of ownership participation in television broadcasting by minorities. Of all the transfers and assignments that have been approved since television began, there has never been an instance where minority groups or women have been the principal stockholders. With regard to minorities, there has, as far as we can tell, never been an instance of substantial or significant minority participation in a transfer."

Post-Newsweek Stations Inc. had minority rights in mind, but not along the same lines as Citizens. Group owners, Post-Newsweek said, can provide special benefits to women and minorities by offering a "wider range of opportunities for advancement," since employees can be promoted from one station to another within the group. AST Station Companies, representing several companies involved primarily in pay television, said STV stations—by existing regulations—are confined almost exclusively to the top 50 markets. AST said application of the top-50 market policy to the STV owners "would preclude them from owning as many stations as conventional station operators may own."



**Two-way stretch.** Jefferson Data Systems says a programming breakthrough in its broadcast data communications business now permits the Outlet Co.'s broadcast division to process traffic operations for its seven stations from company headquarters in Providence, R.I.—thus the switchover celebration above, attended by (l to r) Michael Jones, JDS assistant vice president and managing director; Joe Abernathy, JDS data processing manager; Joseph T. Chairs, Outlet Broadcasting's vice president for business affairs; David E. Henderson, Outlet Broadcasting president, and James Babb, executive vice president of Jefferson-Pilot Broadcasting Co. Previously, Jefferson Data applications had been restricted to its mainframe computer, a Honeywell 66, at headquarters in Charlotte; the programming conversion permits running the software package on an IBM computer that Outlet uses daily to process retail transactions at its various department stores. JDS plans to market the software package to other IBM users for similar applications. JDS has also made available to its clients access to Marketron Act I, TV and radio research and sales system. The Act I service is one of four offered by JDS in its Demographic Services package. Also included are access to Arbitron's Aid programs, Nielsen Service Index's Plus and the New York Times Information Bank.



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### Media Briefs

**Bonneville buy.** Bonneville International Corp., Salt Lake City-based group owner-radio syndicator, has purchased Radio Data Systems Inc., Mount Laurel, N.J. Radio Data Systems offers news and information services via FM subcarrier and distributes receivers and printers for hard copy reception of transmissions.

**Keeps trying.** Licensee of WSWG-AM-FM Greenwood, Miss., has appealed FCC's June 15 denial of their license renewals to U.S. Court of Appeals for the District of Columbia circuit. AM station is licensed to Leflore Broadcasting Co. Inc. and FM to Dixie Broadcasting Co. Inc., both 100% owned by Charles D. Saunders.

**MPO suit.** Securities and Exchange Commission has filed suit in U.S. District Court in Washington against MPO Videotronics and three corporate executives charging reporting and proxy violations—among them that defendants hadn't disclosed acquisition of MPO stock via shell company, Montauk Corp. Without admitting or denying charges, Arnold Kaiser, president, and Jerry Jacobs, director, agreed to bar future violations. Third party, Donald E. Gaston, director who also is executive vice president of Gulf & Western Corp., hasn't settled. Mr. Gaston is also charged with violating antifraud provisions, denies guilt.



# Changing Hands

The beginning and the end of station transfers:  
from proposal by principals to approval by FCC

## Proposed

■ **WTMI(FM)** Miami, Fla.: Sold by SJR Communications Inc. to Marlin Limited Partnership for approximately \$1 million. Seller is subsidiary of publicly traded San Juan Racing Association Inc., group owner of WKLS(FM) Atlanta; WQAL(FM) Cleveland; WJIT(AM)-WKTU(FM) New York; WYSP(FM) Philadelphia; WUST(AM) Washington and WJMD(FM) Bethesda, Md. Corporation publishes *The Fugue*, Miami monthly magazine, owns race track in Puerto Rico and Washington Diplomats professional soccer team. Hyman N. Glickstein is president. Buyer is principally owned by Howard P. Tanger, general and operating partner, Edward W. Saunders and John Baird. Mr. Tanger is sales manager at WEFM(FM) Chicago. Mr. Saunders is attorney with Chicago law firm of Sidley & Austin. Mr. Baird owns Baird & Warner, Midwest real estate firm. WTMI is on 93.1 mhz with 100 kw and antenna 390 feet above average terrain. Broker: Blackburn & Co.

■ **WWRJ(FM)** Southampton, N.Y.: Sold by Sandpiper Broadcasting Corp. to Beach Broadcasting Corp. for \$700,000. Seller is principally owned by John G. Keljikan and estate of Roger Coleman. Corporation recently sold WWRN(FM) West Palm Beach, Fla. Buyer is owned by Mal Kahn, president, and George V. Delson. Mr. Kahn is employe of RTVR, division of RKO General Radio and Television, New York. Delson is CPA and senior partner in New York tax and financial consulting firm. Neither has other broadcast interests. WWRJ is on 95.3 mhz with 3 kw and antenna 331 feet above average terrain.

■ **WNTY(AM)** Southington, Conn.: Sold by Nutmeg Broadcasting Co. to WNTY Associates for \$356,250. Seller, which is principally owned by Michael C. Rice, president, owns WINY(AM) Putnam, WILI(AM) Willimantic and 52.5% of WLIS(AM) Old Saybrook, all Connecticut. Buyer is principally owned by George W. Stevens and Donato Serapo who have sold WBVM(AM) Utica, N.Y. (see "Approved" below). WNTY is 500 w daytimer on 990 khz. Broker: Keith W. Horton Co.

■ **WRLD(AM)** Lanett, Ala.: Sold by Valley Broadcasting Co. to WRLD Inc. for \$256,429. Seller is owned by estate of Miles J. Ferguson, administered by Helen Ferguson Zachry, who owns 55% of WDBM(AM)-WOOD(FM) Statesville, N.C., and 20% of WJHO(AM) Opelika, Ala. Buyer is principally owned by E. L. Pearce, president, who owns 17% of WDBM(AM)-WOOD(FM) and 20% of WJHO. WRLD is on 1490 khz with 1 kw day, 250 w night.

■ **WBOX(AM)** Bogalusa, La.: Sold by Mosley-Smith Broadcasting to Northlake Audio Inc. for \$220,000. Seller is principally owned by Donald J. Smith and his wife, June, who have no other broadcast interests. Buyer is owned by Purvis M. Hall Jr., his wife, Elaine, and their son, Purvis M. Hall III (30% each), and Andrew M. Moses and Terrance L. Hickman (5% each). Mr. Hall Jr. is bank president and Mrs. Hall is housewife. Their son is announcer and program director at WBOX. Mr. Moses is station manager. Mr. Hickman is announcer at WFMF(FM) Baton Rouge. WBOX is 1 kw daytimer on 920 khz.

■ **KCSJ(FM)** Pueblo, Colo.: Sold by American Media Inc. to Robert F. Fuller, Joseph J. Jeffrey, Ed Bock and Michael John for \$250,000. Seller is equally owned by Lowell D. Denniston, Robert D. Freeman, and Frank L. Carney, who own KEYN-AM-FM Wichita, Kan., and KOFM(FM) Oklahoma City. Messrs. Fuller and Jeffrey own WBLM(FM) Lewiston, Me., and WOKQ(FM) Dover, N.H. Mr. Bock is part

owner of KCOJ(AM)-KMGO(FM) Centerville, and KCHE-AM-FM Cherokee, Iowa. Mr. John is sales manager at WTSA-FM Brattleboro, Vt. KCSJ is on 97.9 mhz with 100 kw and antenna 320 feet above average terrain. Brokers: Magruder Media Associates and Dan Hayslett & Associates.

■ Other station sales proposed last week included: KHUM(AM) Eureka, Calif. (see page 78).

## Approved

■ **KNTV(TV)** San Jose, Calif.: Sold by Gill Industries to Landmark Communications for \$24,525,000. Seller is owned by Allen T. Gilliland, who owns San Jose CATV system. Buyer, which is principally owned by board chairman Frank Batten, owns KLAS-TV Las Vegas and WTAR-AM-TV-WKEZ(FM) Norfolk, Va., and publishes daily newspapers in Norfolk and Roanoke, Va. KNTV is ABC affiliate on channel 11 with 80 kw visual, 8 kw aural and antenna 2,770 feet above average terrain.

■ **WLFI-TV** Lafayette-Kokomo, Ind.: Sold by RJN Broadcasting Inc. to the Wooster Republican Printing Co. for \$2,972,248. Seller is owned by Richard F. Shively (93.1%) and his brother, Harold (6.9%). Richard Shively is president and stockholder of KNOP-TV North Platte, Neb. Buyer, owned by family of R.E. Dix, publishes six newspapers in Ohio and one

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in Kentucky and owns WTBO(AM)-WKGO(FM) Cumberland, Md.; WWST-AM-FM Wooster, Ohio, and WRAD-AM-FM Radford, Va. WLFI-TV is CBS affiliate on channel 18 with 1,490 kw visual, 298 kw aural and antenna 778 feet above average terrain.

■ WDXB(AM) Chattanooga: Sold by WDXB Broadcasting Co. to Chattanooga Sound Inc. for \$400,000 plus \$100,000 consulting agreement. Seller is owned by Josephus R. Corbus, of Glenville, Tenn., who has no other broadcast interests. Buyer is equally owned by Dr. Charles B. Crow Jr., William A. Grant Jr. and J. George Mitnick, who own WJRD(AM) Tuscaloosa, Ala. Dr. Crow is physician and has business interests in Birmingham, Ala. Mr. Grant has minority interest in four Alabama stations, and he and Mr. Mitnick are minority owners of CATV system in Jasper, Ala. WDXB is on 1490 khz with 1 kw daytime and 250 w night.

■ WBVM(AM) Utica, N.Y.: Sold by WBVM Associates to Bunkfeldt Broadcasting Corp. for \$285,500. Seller is principally owned by George W. Stevens and Donato Sarapo, who are buying WNTY(AM) Southington, Conn. (see above). Buyer, principally owned by Rudolf Bunkfeldt, owns WOUR(FM) Utica. WBVM is 1 kw daytimer on 1550 khz.

## NAB drawing crowd for first annual radio programming meeting in Chicago

**Advance registrations top 600;  
panels with record company  
presidents and network heads  
among principal attractions**

Radio will take over—and try to turn on—a portion of downtown Chicago next week as the National Association of Broadcasters holds its first radio programming conference (Aug. 20-23) at the Hyatt Regency hotel.

Early last week, NAB organizers said they had 630 official registrations in hand and were expecting to easily surpass the 700 mark. Without precedent to go by, Wayne Cornils, NAB radio vice president and the conference's chief planner, wasn't predicting what total attendance would be. "We can handle up to a thousand," he said, adding that the original goal had been only 500.

On the agenda are a variety of "concurrent shirt-sleeve workshops" with titles ranging from "News—Radio's Best Weapon Against TV and Newspapers" to "The Care and Feeding of DJ's and Other Performing Species." The keynote will be delivered next Monday morning (Aug. 21) by comedian/civil rights activist Dick Gregory ("Closed Circuit," Aug. 7).

General sessions feature executives from record companies, networks and rat-

ings services.

■ Tuesday morning, RKO Radio President Dwight Case is to moderate a panel of six record company presidents: Bruce Lundvall, CBS Records; Clive Davis, Arista; Barney Ales, Motown; Neil Bogart, Casablanca; Gil Friesen, A&M Records, and Joseph Smith, Elektra/Asylum/Nonesuch.

■ That afternoon, Bruce Johnson, Starr Broadcasting's president, will lead five network radio presidents in discussion: Hal Neal, ABC; Sam Cook Digges, CBS; Jack Thayer, NBC; Ed Little, Mutual, and Gene Jackson, National Black Network.

■ A Wednesday morning session assembles representatives from the following rating services: Arbitron, Audits & Surveys/TRAC-7, RAM, Burke, Mediastat and Professional Research Services (Dale Bennett).

Among other convention general sessions and workshops are a "reverse press conference," with editors on the firing line and Rick Sklar, ABC Radio vice president, programing, moderating; an update on AM stereo by George Bartlett, NAB's vice president for engineering; 10 "format rooms" set aside for training in "tricks and techniques," not to mention "24-hour ... confidential, off-the-record and informal guidance on legal matters" free.

All the activities are to be held in the Hyatt Regency with the exception of a concert by the group Chicago a few blocks away at the Bismarck hotel. Others performing will be Barry Manilow as well as The Dirt Band.

As to who is attending, a breakdown available last week showed about 50% of the registrants referred to themselves as program directors, another 25% claimed general manager status, with the remainder holding a variety of positions. New York and California were sending the most participants. About 35 exhibitors had also signed up for space, ranging from automated programers to the networks. Mr. Cornils last week said there were rooms for about 45.

### Hospitality

■ Among exhibitors that will man hospitality suites during the NAB conference: ABC Radio, A&M Records, Associated Press, Arbitron, Arista Records, Bonnevill Broadcasting Consultants, BROADCASTING Magazine and Gert Bunchez & Associates.

Also: NBC Radio, Radio Arts, RAM Research, Radio Program Management, RKO International Tape Service, RKO Radio, William B. Tanner Co., TM Productions, U.S. Tape & Label Service and Westinghouse Broadcasting.

Also: Casablanca Records, CBS Radio, FM-100, FR.M. Productions Inc., JAM Productions, Money Machine, Music Programers Guide and Mutual Broadcasting System.

## Musicians see opening wedge in H.R. 13015

**AFM rejoices over what's not there: any mention of Lea Act, which freed broadcasters of hiring live studio bands, permitted use of nonunion artists**

The Communications Act rewrite (H.R. 13015) has given labor unions a long-sought opportunity to win repeal of a mostly forgotten clause in the current Communications Act known to broadcast veterans and historians as the "Lea Act."

The monthly journal of the American Federation of Musicians announces in a red banner headline and in four page-one stories that the union has a campaign "in full swing" to repeal the 1946 act that effectively halted the unions' efforts to coerce broadcasters into keeping staff musicians.

Studio orchestras maintained by broadcasting stations have all but disappeared in this country, but the unions have tried nevertheless to win repeal of the Lea Act in Congress. Two bills to do so are pending now, one in the House by Representative John Slack (D-W. Va.) and one in the Senate by Senator Jennings Randolph (D-W.Va.). But the movement gained new impetus with the introduction of the rewrite, in which the Lea Act is nowhere to be found.

The act (Section 506 of the current Communications Act) which prohibits unions from forcing broadcasters to hire or keep staff musicians or to carry programs by union performers, was aimed directly at what were considered featherbedding tactics of the then-head of AFM, James C. Petrillo. Broadcasters complained that the AFM forced them to hire employees they did not need and to pay for services not performed. They were also prevented from carrying nonunion musical performances such as the National Music Camp at Interlochen, Mich., a broadcast NBC canceled in 1942 under pressure from Mr. Petrillo.

Passage of the act in 1946 and its subsequent upholding by the Supreme Court in 1947 were heralded in the broadcasting industry as evening the balance of power between unions and broadcast management. But the unions say the scale was tipped completely in the broadcasters' favor. Says the AFM journal, "In the intervening years since its enactment the effects of the act have spread to destroy the lawful aims of organized musicians, rendering them helpless to persuade broadcasters to resume live programming, staff orchestras to take the place of the disk jockey chatterbox with his stack of platters. . . . The act quite simply swung the pendulum in an opposite direction and the power concentration today is in the hands of the wealthy, acquisitive broadcasters who under the shield of the Lea act, decline even to dis-

cuss employment of musicians."

Because there are few if any live broadcast studio orchestras remaining, the omission of the Lea Act from the rewrite has not sent up red flags in the broadcasting industry. But its absence has been noted and will be opposed by the National Association of Broadcasters. To NAB, it is mostly a matter of principle to see the provision retained, but it could become important, said NAB's senior vice president for government relations, Donald Zeifang, if broadcasters for some reason begin hiring studio musicians again. Some broadcasters have talked of returning to live music and boycotting records, he said, if Congress ever passes legislation, now pending, that would require broadcasters to

pay royalties to record performers and manufacturers.

Joining the fight for repeal of the Lea Act is the AFL-CIO's Department of Professional Employees, of which the AFM is a member. The department is acting through its Arts, Entertainment and Media Committee, whose members include among others: the American Federation of Television and Radio Artists, the American Guild of Musical Artists, the International Brotherhood of Electrical Workers, the International Union of Operating Engineers, the National Association of Broadcast Employees and Technicians and the Screen Actors Guild. Victor W. Fuentealba, AFM president, is chairman of the committee.

## 'Second floor: housewares, lingerie, KBIM'

**Roswell, N.M., stations find that old stores can make good studios**

KBIM-AM-FM-TV Roswell, N.M., doesn't operate *like* a department store, just *in* one. The news department used to be housewares, sales was carpets and rugs, film was the furniture section and the general manager's desk used to be the TV and radio department.

Walking in the front door, a visitor can see the whole 100-by-200-foot operation. It's a station without walls.

An unusual experiment in operating radio and television stations? Maybe. But it didn't begin that way. It began in the early morning of May 31, 1977, with a devastating fire, the origin of which has never been discovered. The fire swept through KBIM's radio and TV studios, gutting the building, which at one time had been (what else?) one of Roswell's department stores.

A local bank then said it would defer demolition of an old Sears, Roebuck

building, which occupied a site the bank wanted as a parking area, and would offer the building as temporary headquarters for the television and radio stations. Holsum Inc., which owns the stations, agreed and set up shop, immediately trying to get equipment necessary for broadcasting. FM radio was back on the air the next day, the AM in three days and the television station in 10 days.

David Simmons, vice president and national sales manager, said things have gone wonderfully since. Instead of griping, he said, people worked together on a solution.

"We learned to cope," said Joe Carriere, vice president and TV general manager. "And in coping we learned exactly what makes a station successful: a spirit of togetherness, cooperation. Above all, our staff learned that a television station is what they put into it, not what's put into it in the way of bricks, mortar and equipment."

Exact damage has not been determined,



**Less is more.** KBIM-TV's no-walls operation hasn't hampered results. "We've had the best year we've ever had, by far," says the station's vice president and general manager, Joe Carriere. What's more, he adds, "we've had fewer snags than we had with our fully furnished building before it burned down."

## 'Byzantium' bows

**Operation Prime Time's third offering begins this week with station line-up and prices similar to 'The Bastard'**

Operation Prime Time's second project this year, Irwin Shaw's *Evening in Byzantium*, begins its run this week.

The four-hour MCA TV/Universal production (in two parts) has been scheduled on 90 stations—25 independents and 65 network affiliates (13 from ABC, 27 from CBS and 25 from NBC). That's the same breakdown OPT had in May for its *The Bastard*, minus one ABC affiliate.

Although the second this year, *Byzantium* is OPT's third effort. Last year's *Testimony of Two Men* garnered a national average rating of 16. *The Bastard* well surpassed that with a 23.

OPT planners are expecting similar success with *Byzantium*. While HUT (homes using television) levels may be down this month, it is anticipated that *Byzantium* will not face first-run network competition. A primary concern during *The Bastard's* run had been how it would fare against the NBC miniseries, *The Dain Curse* (BROADCASTING, May 29).

As with *The Bastard*, *Byzantium's* play will vary from station to station. WPIX(TV) New York, for example, will be running part one today (Aug. 14) and part two tomorrow. Repeats are scheduled Wednesday and Thursday next week. KCOP(TV) Los Angeles, however, will offer the opening episode on Wednesday and Friday this week and the conclusion on the same days next week. WGN-TV Chicago is doing only a single run for now, today and tomorrow; it plans to repeat it down the road. All



**Message from the first mother.** Lillian Carter will appear in a series of public service announcements directing senior citizens to stay active, regardless of age. The project, coordinated through the Syracuse, N.Y., Parks and Recreation Department, is being produced by WYNY(TV) there. The station spent a full day taping at Mrs. Carter's home in Plains, Ga., but shot other segments involving senior citizens in Syracuse. Some of the 12 PSA's to be produced will be shown exclusively in Syracuse; others will be distributed nationally.

Mr. Simmons said, but in the month after the fire, the stations had replaced about \$750,000 in equipment. Holsum had also bought another building.

Other things changed besides quarters after the fire, Mr. Simmons said. The AM station, which had been live, was, like the FM, automated (except morning and noon drive time). The TV news programs, because of tiny, cramped, improvised studios, have resorted to more outside action, network (CBS) and local film. Again because of the facilities, many commercials, once shot in the studio, are now shot outside. "It's just my opinion," Mr. Simmons said, "but I think we have a better look on air now, since the fire." The whole experience, which could have been unpleasant, he said, has proved to be "remarkably exhilarating."

Come September, the whole experience will end. The most "open" stations in the country are moving to new, more conventional and "luxurious" quarters. They will lose the more obvious aspects of their department-store look, but all is not lost. The new building Holsum is leasing used to be a variety store.

## Faith Center agrees to meet with FCC

**But California religious licensee sticks to its guns on question of turning over requested materials to commission probers**

Faith Center Church Inc., a religious broadcaster and programmer based in California, sees "serious differences" in its investigation-confrontation (BROADCASTING, July 3) with the FCC after a recent exchange of letters.

But, as a result of the exchange, the licensee said it is "ready to meet with the commission investigators in California ... to proceed with the ... investigation."

Owner of KHOF-TV San Bernardino, Calif., KVOF-TV San Francisco, WHCT-TV Hartford, Conn., and KHOF(FM) Los Angeles, Faith Center has refused to turn over all information and materials originally requested by the commission in October 1977. The center, headed by pastor and president W. Eugene Scott, has said it will take the case to court, claiming, among other things, protection under the religious freedom clauses, or attempt to negotiate.

So far, it is negotiating.

Faith Center had accused the commission, which is investigating the stations' financial dealings, of conducting "an illegal fishing expedition and a criminal investigation."

The FCC denies the allegations and, in a letter to Faith Center, says the conflict has arisen "because Faith Center chose to integrate or merge the financial operation of its broadcast stations into the financial operation of the Church." It is free to do this, the commission adds, but "it may not now claim that because it has chosen to operate this way, the commission may not

... examine ... the financial operation of the licensed broadcast stations."

But in Faith Center's view, the letter goes on to modify—and narrow—the initial requests for information. Where the commission originally sought a number of documents and materials from September 1976 through August 1977—including lists, dates and claims by Dr. Scott—it now asks that answers be provided "to the best of the licensee's recollection."

Faith Center also considered a concession the commission's exemption of the "names of all persons contributing or pledging funds, and the disposition of each such pledge or contribution." This information, Faith Center said in its response to the commission, "constituted the single most objectionable item in the commission's original request for documents."

The church, in a separate letter from its attorney, Peter Van Name Esser of Glendale, Calif., said the commission has not responded "to serious charges of misrepresentation and incompetence on the part of certain commission personnel" in connection with a visit to the church in October of last year.

Focus of the confrontation, however, appears to be the "financial" as opposed to "church" records. Mr. Esser's letter said: "In those areas where the church has 'broadcast activities' in common with non-religious broadcasters, the church has not objected to commission inquiry and regulation. The receipt and disbursement of religious offerings, however, does not constitute 'broadcast activity' in common with non-religious broadcasters."

A "wholesale, arbitrary and disorganized investigation into each and every one of the church's books and records would constitute an abuse of the commission's administrative powers," the Esser letter said.

In effect, the FCC, in its letter, requested again—except for specific concessions—information requested in its previous letters and contacts with the church. And the church, in its letter, said although its representatives would meet with those of the FCC, it considers some of that material beyond FCC authority.

## Stumped? Call CPB

Public radio stations seeking "expert assistance and reliable advice" can get it from a new service in Washington at the Corporation for Public Broadcasting.

The Radio Station Advisory Service, ([202] 293-6160), in its first few days, has given advice and help to two stations, one of which needed technical assistance in redesigning a studio and the other, a new station in Las Vegas, on its first mailing.

Diana Calland, director of CPB's office of radio activities, said 12 broadcast professionals from public radio with expertise in management, development, programming, operations, engineering or licensing are serving as advisers. They are being paid expenses and a "nominal" fee for advice and assistance.

three stations have scheduled the episodes in 8-10 p.m. slots.

Stations also are understood to be sticking close to or at the same pricing level for spots in *Byzantium* as they did with *The Bastard*. Often referred to in and out of OPT circles is KCOP, which normally gets between \$400 and \$600 for a half-minute during prime time. For *Byzantium*, it is receiving \$6,000 a spot.

## 'America Alive' but not entirely well

*America Alive*, NBC-TV's new daytime experiment, is far from an instant smash in the national ratings. NBC was quick to point out that it wasn't expected to be.

For its first week on the air, July 24-28, *Alive* posted a 3.5 rating and a 13 share average (12 noon-1 p.m. NYT). Its predecessor in the first half hour, *Sanford and Son*, had averaged a 4.8/19 during the four previous weeks, despite having a 7% lower clearance rate than *Alive*'s (BROADCASTING, July 31). *The Gong Show*, which had aired in the 12:30-1 p.m. time period, averaged a 5.4/21 for the four weeks prior to *Alive*'s debut with an almost equal clearance rate.

Competing shows on the other two networks all improved their performances during the week of *Alive*'s premiere. ABC-TV's \$20,000 *Pyramid* (12 noon-12:30 p.m.) moved from a 5.5/23 average in the previous four weeks to a 6.1/24 for July 24-28, while CBS's entry in that half-hour, *The Young and the Restless*, moved from a 7.3/29 to a 7.5/29. In the 12:30-1 p.m. time period, ABC's *Ryan's Hope* moved from a 6.8/27 to a 7.8/30 and CBS's *Search for Tomorrow* went from a 6.3/25 to 7.2/28.

### Program Briefs

**Bird's eye view.** ABC Sports will experiment with camera suspended over football field during pre-season coverage of Miami-Minnesota game Aug. 18. Guidewires strung from Orange Bowl stands at mid-field will support platform with remote-control camera, which pans, tilts and zooms automatically. Plan is to use suitable shots for instant replay, not live action.

**Strong mover.** Viacom claims to have cleared 80 markets "via Mailgram" for first-run animated Halloween special, *The Devil and Daniel Mouse*. Among those already on board is NBC-owned TV station group. Producer is Nelvana Productions Ltd. of Toronto, which last year supplied Viacom with *Cosmic Christmas*. Stations that took that show were sent *Devil Mailgram*.

**Sights on 'Horizons'.** Post-Newsweek Stations is working out deal with Coe Film Associates for rights to children's films it hopes initially to package into at least four specials, with big-name MC for 1979.

Plans are still tentative but idea is to create hour-long anthologies of films of varying lengths from U.S. and abroad, present them on four P-N TV's and syndicate them elsewhere. Working title is *Horizons*; prime-time airing on group's stations is possibility.

**One-two punch.** For tie-in with ABC-TV's Ali-Spinks heavyweight fight Sept. 15, Cinema Shares International Television Ltd., New York, is offering two Ali movies: *Ali The Fighter* (90 minutes) and *Ali The Man* (60 minutes). Initial push is to ABC-TV affiliates.

**Bigger slices.** ABC Sports and Professional Golfers Association of America have signed new contract that extends ABC-TV's coverage of PGA championships through 1982 and provides for network's rights to Ryder Cup coverage in 1979.

**All of Boones.** ABC Television has signed Pat Boone family—Pat, Shirley, Debby, Cherry, Lindy and Laura—to long-term contract to star in two holiday specials (Thanksgiving and Easter) that could lead to weekly series.

**Stepping up.** Personal managers Bob Leonard and Lois Zetter, whose clients include John Travolta, have signed deal with Paramount Pictures to produce theatrical and made-for-TV movies.

## Broadcast Journalism®

## Outside law firm engaged to probe charges against ABC documentary

**News chief Arledge backs his producers, but wants to make sure no doubt remains about news staging complaint to FCC**

ABC has commissioned an outside law firm to investigate allegations that parts of last June's *Close-Up* news documentary, "Youth Terror: The View from Behind the Gun," were staged.

The June 28 prime-time broadcast prompted a complaint to the FCC from an organization called the Black Producers Association. The main charges of staging involved two scenes—one showing a young Puerto Rican shooting a gun and another a gang fight. The BPA claimed its source was Hugh A. Hill, a production staff member on the documentary. It blamed producer Helen Whitney for the alleged set-ups. Both Miss Whitney and her boss, *Close-Up* executive producer Pamela Hill, vehemently denied the charges (BROADCASTING, Aug. 7).

And even as he announced the in-

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vestigation, ABC News and Sports President Rooney Arledge made it clear he believes his producers. "ABC will retain outside counsel," his statement said, "to investigate all charges made by Mr. Hill in order to satisfy ourselves and our viewing public that they are untrue and without basis in fact."

Mr. Arledge said that "since early June," Mr. Hill, "a person employed by ABC as a freelance consultant, has waged an intensive campaign to discredit the documentary." Mr. Arledge said of Mr. Hill: "As his charges have proved unfounded . . . [he] has abandoned them and gone on to others."

Mr. Arledge added that ABC News has "welcomed the scrutiny of our colleagues in the media on this matter." He said that "several publications, including the *Los Angeles Times* and the *New York Times*, have been told by youths who appeared in the program that their activity was not staged by ABC and that they were not remunerated financially or otherwise for their involvement."

Subsequently, some of the participants in the broadcast have changed their stories, claiming now that there was staging. Mr. Arledge said that the turnabout apparently came "at the prompting of Mr. Hill" and "because of these contradictory statements and the doubt and confusion surrounding the journalistic validity of 'Youth Terror,'" an outside investigation is necessary.

The New York law firm of Hawkins Delafield Wood was retained to look into the controversy.

Meanwhile, Mr. Hill on Thursday said the BPA was sending to the FCC documentary evidence supporting his charges. Besides a notarized statement from Mr. Hill of what he says is own knowledge of the events, he said the evidence includes tapes of interviews with the four youths that he says back up his allegations.

Earlier, the commission staff, in a letter to the BPA, said the commission would not investigate a program unless it receives "extrinsic evidence" that it has been deliberately staged or falsified, and asked for any evidence concerning the allegations of staging.

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## Legislative help could be on way in Farber's wake

**Moynihan, Cranston, Crane all suggest Congress may step in to protect newsmen threatened by demands for notes, sources**

The Farber case, which is already shaping up as a historic one in the conflict between the Constitution's guarantees of a free press and a fair trial, last week appeared likely to generate legislation that to afford the press protection some members of Congress feel is necessary to assure its

freedom.

At issue is the question of whether reporters may refuse to divulge their confidential sources of information to a court. Interest in and concern over the issue has been building for weeks, as it has been argued through the New Jersey courts and on several occasions before U.S. Supreme Court justices.

But when the reporter involved, Myron Farber, of the *New York Times*, went to jail, on Aug. 4, for an indeterminate sentence, talk of legislation was heard. Senator Daniel Patrick Moynihan (D-N.Y.), said the case poses an issue "of unprecedented significance to liberty in the United States," and added that Congress might have to act in the matter. And Senator Alan Cranston (D-Calif.), the Democratic whip, said in remarks on the Senate floor that he shared Senator Moynihan's concerns and would work with him to see if there are steps to be taken to deal with the problem.

Representative Philip Crane (R-Ill.), who two weeks ago became the first announced candidate for the Republican presidential nomination, indicated he was ready to translate concern into legislation. He said he will introduce a bill to bar courts from subpoenaing reporters' notes and other records.

The bill, which could be introduced as early as next week, would apply to all courts, because, Representative Crane said, "in my opinion, that section of the Constitution is unqualified: There shall be no law restricting the freedom of the press."

The Farber case in a sense is a spin-off of a murder trial in New Jersey superior court, in which Dr. Mario E. Jascalevich is being tried on charges of murdering three of his patients in 1965 and 1966 at Riverdell Hospital in Oradell, N.J., with fatal doses of curare. It was a series of Farber stories in the *Times* in 1976 that caused authorities to reopen an investigation—closed without indictments 10 years earlier—into the deaths of 13 patients at the hospital. That inquiry led to the indictments naming Dr. Jascalevich. His attorneys say they need Mr. Farber's notes and records in the case—some 4,000 pages, in all—to prepare their client's defense.

Mr. Farber and the *Times*, citing the First Amendment and a New Jersey "shield law" designed to protect reporters in such situations, have refused the trial judge's order to turn the material over to him. The judge has said he would examine the material to determine whether any of it is relevant. But Mr. Farber and the *Times* maintain that surrendering control of the material would constitute a breach of the confidentiality Mr. Farber promised his sources. And they see a fundamental principle at stake: Sources generally would not trust the *Times* or other news organizations, if the court were upheld, and the press, and public, would be the poorer.

For their stands, Mr. Farber was fined \$2,000 and sentenced to the Bergen County jail until he decided to hand over

the files, and then to another six-month sentence. The *Times* was ordered to pay a \$100,000 fine and another \$5,000 for every day the files are withheld.

Mr. Farber and the *Times* had made several vain trips to Supreme Court justices to avoid the situation in which they find themselves. Two weeks ago, in their final attempts, they were unable to convince, first, Justice Byron White and, then, Justice Thurgood Marshall, that the sentences should be stayed until their First Amendment arguments can be considered either by the Supreme Court or the New Jersey appellate courts.

The case, which is a cause of concern in newsrooms across the country, last week prompted the Radio Television News Directors Association to urge Mr. Farber's release. RTNDA President Ernie Schultz, news director at KTVU-TV Oklahoma City, compared Mr. Farber's situation to that of Attorney General Griffin Bell, who has refused a judge's request for files listing confidential informants and has thus far avoided Mr. Farber's fate. Mr. Bell feels he is defending the constitutional principle of separation of powers.

"Of course, we do not really advocate that Bell be jailed; rather that Farber be freed," Mr. Schultz said.

He also said there appears to be "little public support" for Mr. Farber, and attributed what he said is reporters' lack of popularity generally to Watergate and Vietnam. "But," he said, "such stories are what a free press is all about, popular or unpopular. And a free press is vital to making the system work in this country. It won't work if the reporters are in jail."

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## New arrangement for UPI in Canada

United Press International will be allied with a number of Canadian newspapers in the establishment of a new wire service to provide news and picture coverage to Canada's radio and TV stations, newspapers and the Canadian Broadcasting Corp.

UPI said the new service will absorb and expand the present operations of United Press International of Canada Ltd. It is scheduled to begin operations on Jan. 1, 1979.

The new organization is a Canadian-controlled partnership, including the Sun Publishing Co., which publishes the *Toronto Sun* and the *Edmonton Sun*; Sterling Newspapers Ltd., which operates eight newspapers in Canada, and UPI.

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## Journalism Briefs

**Toxic report.** Story on ABC News's 20/20 last month concerning toxic effects of chemical herbicide 2,4,5-T has been challenged by Council for Agricultural Science and Technology group of 25 food and agricultural science societies. Organization says ABC claim that subs-

tance resulted in two pregnant women's spontaneous abortions is contrary to scientific research. ABC said it stands by story.

**Fights to keep film.** Claiming that outtakes are protected by state's shield law, CBS has asked California state appeals court in San Francisco to overturn lower court ruling that ordered unused *60 Minutes* film to be surrendered. Santa Clara county superior court judge earlier had requested film; defense attorneys in narcotics case claim it may help clear two men charged with selling illegal drug, PCP, also known as "angel dust." Film had been shot in San Jose, at Santa Clara county fairgrounds.

**Life imitating art.** Janet Langhart, co-host of new NBC-TV daytime entry, *America Alive*, was in right place at right time Friday, July 28. In Boston on story about Dino de Laurentis/Paramount re-creation of famous Brinks robbery, she was interviewing Peter Falk (star) and William Friedkin (director) when word broke that production office itself was robbed. Five gunmen seized 15 reels of film, asked \$600,000 ransom.

**It's academic.** Fellowships to study at Stanford University, Stanford, Calif., and University of Michigan, Ann Arbor, funded by National Endowment for Humanities, have been awarded to 24 journalists, who will begin nondegree programs in September. Fellowships pay recipients \$15,000 each plus tuition. Broadcast journalists among them: Noah Adams, co-host, writer and editor, National Public Radio, Washington; Ann Stewart Hayward, producer, director and writer, ABC News, New York; Ronnie L. Hess, executive producer, news and public affairs, noncommercial WHA(AM) Madison, Wis.; Allen Hundley, assistant director, National Public Radio; Richard Lutz, executive producer, noncommercial WQED(TV) Pittsburgh, and Anne Stanaway, producer, noncommercial WITF-TV Hershey, Pa.



**Number 600.** AP Radio announced it had acquired its 600th affiliate with signing of WREC(AM) Memphis. The occasion is marked by (l to r): WREC General Manager Bill Williams, AP Broadcast Executive Jerry Jackson and WREC News Director Jay Boland. By time photo had been printed and distributed, total had grown to 609 with addition of KTMS(AM) Santa Barbara, Calif. AP Radio, which provides hourly newscasts, specialized programming and voice reports, began operations Oct. 1, 1974, with 200 affiliates.

## Equipment & Engineering

### More low power in TV's future?

**FCC will begin review of possible rural, urban uses of service**

The FCC has begun a wide-ranging inquiry into the future role of low-power TV, including translators, to increase diversity of service in rural and urban areas.

Technical matters, program origination by translators, frequency-assignment plans, crossownership considerations, broadcast-signal retransmissions—these are among the matters to be examined in the inquiry. So are such questions as the possible economic effect of a low-power TV development program on UHF's, small-market stations and cable TV.

The principal stimuli for the inquiry are the various studies pointing out the lack of television service in some rural areas. The commission staff also feels there may be a need for low-power television service in urban areas, where tall buildings cause interference to TV signals. The inquiry will look into the question of low-power television serving specific minority groups.

The proceeding is foreseen as long range. The staff in October is expected to recommend to the commission that it establish a work-study group—composed of Broadcast Bureau and Office of Plans and Policy personnel—to examine various aspects of the issue.

The inquiry will involve work by outside contractors as well as commission staff. The commission last week approved a research program that includes plans for a contract study of technical matters involved in the inquiry.

The commission has set a fairly distant comment deadline—Dec. 11—and said it will not even set a date for replies until it has seen the comments.

In issuing the notice of inquiry, the commission denied several petitions raising issues the FCC said would be covered in the proceeding. Two were filed by educational groups seeking a rulemaking aimed at establishing a low-power television service that could be used for educational and public affairs as well as other programming. Two others were filed by major cable television system operators—Cablecom General Inc. and Communications Services Inc.—that sought a rulemaking designed to deal with the cable industry's concerns over translators. The petition proposed revising the cable and translator rules in a manner that would provide parity of treatment.

The commission, in another matter involving translators, adopted a notice of proposed rulemaking to permit VHF translators to originate solicitations of contributions, as VHF translators now do, and to permit television and FM translators to originate emergency messages—word of serious weather conditions, for instance.

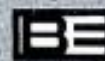
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## Media

**Jay W. Lloyd**, senior VP of KSL Division of Bonneville International Corp. (KSL-AM-FM-TV Salt Lake City), named president and general manager of division, replacing **L. H. Curtis** who has been transferred to Bonneville headquarters in Salt Lake City as VP-corporate development, effective tomorrow (Aug. 15).

**Charles L. Greene**, director of Atlanta CPA firm, A.M. Pullen & Co., joins Southmedia Co. there as chief operating officer and president. Southmedia owns WRNG(AM) Atlanta, WAAX(AM)-WQEN(FM) Gadsden, Ala., Rome (Ga.) Cable TV, and Chattanooga Cable TV.



Lloyd



Greene



Madden



Blackwell

**Thomas J. Madden**, director of public relations planning at ABC Inc. for past year, named to newly created post of VP and assistant to the president of NBC. Fred Silverman, NBC president since June, said Mr. Madden worked with him at ABC on preparation of some of his speeches and he now will function as assistant on a variety of matters reaching his office.

**Noble V. Blackwell**, director of corporate staff services, CBS, New York, appointed VP-general manager of WNRJ(AM) Newark, N.J.

**M.F. Kershner** manager, WBJW-FM Orlando, Fla., appointed general manager of co-owned WDAE(AM)-WJYW(FM) Tampa, Fla.

**Alfred G. Grosby**, general manager, WFAS(AM)-WYYD(FM) White Plains, N.Y., elected VP.

**James M. Danner**, manager of accounting, Field Communications, San Francisco, appointed director of business affairs. **Denis M. Curley**, credit and collections manager for Field in New York, succeeds Mr. Danner.

New officers of Iowa Broadcasters Association: **Phil Kelly**, WDBQ(AM) Dubuque, president; **Alvina M. Britz**, KBIZ(AM)-KTVO(TV) Ottumwa, VP; and **Paul Olson**, KLEM-AM-FM LeMars, treasurer.

New officers of Puget Sound Radio Broadcaster's Association of Seattle-Everett-Tacoma: **James B. McGovern**, KMPS-AM-FM, president; **Bob Bingham**, KYYX(FM), VP, **Crash Williams**, KAYO(AM), secretary, and **Gale Johnson**, KING(AM), treasurer. All stations listed are in Seattle.

**Kent Pavelka** and **Tom Mikkelsen**, announcers, KFAB(AM) Omaha, Neb., named operations managers of, respectively, KFAB and co-owned KGOR(FM) there.

**Mike Blacker**, announcer, WEZS(FM) Richmond, Va., named operations manager.

**John A. Zawodny Jr.** senior accountant, Arthur Young & Co., Richmond, Va., joins Landmark Communications, Norfolk, Va., as internal auditor. **Jan Wasilewski**, graduate, Colgate Darden School of Business Administration, University of Virginia, Charlottesville, joins Landmark as broadcasting financial analyst.

## Broadcast Advertising

**David Jedele**, VP and account executive, Ogilvy & Mather, New York, elected senior VP.

**Paul Marrocco** and **James D. Johnson**, management service directors, The Marschalk Co., New York, elected senior VP's.

Executive VP's and general managers elected to new positions. Ketchum, MacLeod & Grove: **Thomas Smith** and **Lester Gallagher**, named chairman and president, respectively, of KM&G corporate headquarters, Pittsburgh; **James Foley**, named president of New York office; **Charles A. Lutz**, named president and chief executive officer of Houston office, and **Robert Savage** and **Donald Sullivan**, named chairman and president, respectively, of affiliated Boisford Ketchum in San Francisco.

**Dick Bennett**, VP and associate creative director, J. Walter Thompson, New York, joins Young & Rubicam, Atlanta, as senior VP-creative director.

**Allan R. Kurtzman**, creative director in Chicago office of Tatham-Laird & Kudner, and **John Blauner**, senior copywriter in New York office, elected partners of firm. **Michael Murphy**, from J. Breen Advertising, Saginaw, Mich., joins TL&K, Chicago, as assistant media planner.

**Phillip Weiner**, senior art director, Cadwell Davis Savage, New York, named creative supervisor.

Appointments, Henry J. Kaufman & Associates, Washington: **Phil Sabatino**, VP-graphic services and executive art director, given additional duties as associate creative director; **Fred Sellers**, copywriter and audio-visual producer,

named copy supervisor; **Esther Trucksess**, office manager and personnel director, assumes corporate responsibility as assistant secretary of agency; **Dana Monroe**, senior secretary of public relations division, named administrative assistant for division; **Jann Alexander**, in art department, named senior art director, and **Sandi Amundson**, from creative department, named creative department coordinator.

Appointments, Abramson/Himelfarb Advertising, Washington: **Stephen L. Blum**, partner in Baltimore accounting firm, joins A/H as VP-controller; **Larry Rosengren**, from J. Walter Thompson, New York, named associate creative director, and **Edward W. Ward**, from marketing department of IBM Office Systems group, joins A/H as account executive.

**Harry Remboldt Jr.**, media buyer, Norman Malone Advertising, Akron, Ohio, joins Meldrum & Fewsmith, Cleveland, in same capacity.

**Ronald Salter**, associate creative director, Fahlgren & Ferriss, Parkersburg, W.Va., named VP-creative director. **Robert Molnar**, executive producer-writer, AFI Productions, Miami, joins Fahlgren, Parkersburg, as associate creative director. **Linda Bruce**, media supervisor at company's Cincinnati office, joins Pittsburgh office as associate media director.



Falcone

**Allen C. Falcone**, executive VP in charge of management services, Gaynor & Ducas Advertising, New York, appointed president of parent Gaynor & Co. and subsidiary, Gaynor & Ducas.

**Lori Villwock**, media secretary, and **Ann Gianulis**, account service secretary at McCann-Erickson,

Chicago, appointed media estimators.

**Rafael Hernandez**, manager of international marketing, E&J Gallo Winery, Modesto, Calif., named account executive, Hume-Smith-Mickelberry Advertising, Miami.

**James A. Brown**, national account supervisor at Radio Advertising Bureau, New York, named to new post of VP-national spot development sales manager, RAB, part of RAB-Station Representatives Association program to accelerate growth of national spot radio.

Named senior analysts, Blair Television's market division, New York: **Gene Cunningham**, ABC sales team, **Gladys Barthell**, CBS sales team, and **Steve Brooks**, NBC sales team.

**Gail Rosen**, from sales position with HR Television, New York, appointed assistant sales manager for company's Television One.

**Walter A. Rolph**, account executive, WCAU-TV Philadelphia, appointed general sales manager.



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- 1975—340 pages, 59,000 entries, \$115
- 1974—298 pages, 52,000 entries, \$105
- 1973—254 pages, 44,000 entries, \$90
- 1972—228 pages, 40,000 entries, \$80
- All five for \$475—a \$45 saving
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Organization \_\_\_\_\_

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City \_\_\_\_\_

State \_\_\_\_\_

Zip code \_\_\_\_\_

**Michael C. Murphy**, retail sales manager, WBBM-TV Chicago, appointed national sales manager. **Bill Pastuch**, account executive, WBBM-TV, named retail and local sales manager.

**Stephen P. Adams**, national sales manager, WSB-AM-FM Atlanta, named local sales manager.

**Pat Coley**, from Burroughs Corp., Downingtown, Pa., named account executive, WCBS-FM, New York.

**Bernardine Douglas-Mertignon**, senior account executive, KPLR-TV St. Louis, named director of sales research and special projects. **B. Thomas Koon Jr.**, general sales manager, WRTH(AM) St. Louis, succeeds her.

**Craig Sherwood**, from WWSW(AM) Pittsburgh, named sales manager, WJOH(FM) there.

**Russell G. Parker**, station manager, KSXX(AM) Salt Lake City, joins KTRK-TV Houston as account executive.

**Roy Bell**, from Marketing Survey and Research Corp., Princeton, N.J., appointed account executive, WDVK(FM) Philadelphia.

**Jeff Hedges**, director of sales, WRC(AM)-WKYS(FM) Washington, joins WAVA(FM) there as director of sales and assistant general manager.

**Sheila Huff**, VP and co-owner of Custom Audience Consultants, Washington, named account executive, WGAY-AM-FM there.

**Richard Orlowsky**, from Field Communications, New York, named account executive, WJAR-TV Providence, R.I.

**Mike Simpson**, sales representative, WAMZ(FM) Louisville, Ky., appointed television account representative, WAVE-TV there.

Joining Connecticut Merv Griffin Group headquarters, Hartford, as account executives: **Tom Austin**, from WTIC(AM) Hartford; **Roger Fenn**, WSPRI(AM) Springfield, Mass.; and **Jim Shanahan**, WHCN(FM) Hartford.

**Janet Patton**, account executive, Naegle Lamar Dean Outdoor Advertising, Evansville, Ind., and **John Ginzkey**, account executive, WJBC(AM) Bloomington, Ill., join WGBF(AM) Evansville as account executives. Stations are co-owned.

**Wayne R. Miller**, air personality and salesman, WTAZ(FM) Mount Carmel, Ill., named manager of sales and station development.



**Feted.** Ted Griffin (r), executive VP of the Missouri Broadcasters Association, received special recognition at the first joint convention of the Kansas Association of Broadcasters and the MBA, held in Kansas City. MBA President Charles McAbee, KCMO-TV Kansas City, Mo., presented Mr. Griffin and his wife with a hand-lettered scroll, an all-expense paid trip to Hawaii and a special tribute from Senator Tom Eagleton (D-Mo.)

## Programing



Hoffman

**Gary Hoffman**, executive producer in public affairs department, WCBS-TV New York, appointed director, program development, CBS Television Stations Division there. **Margie Gluckman**, theatrical agent, William Morris Inc., New York, appointed director of talent and casting, CBS Entertainment, New York. **Mary V. Buck**, talent agent for Held Ltd., New York, named associate director, talent and casting, CBS Entertainment, Los Angeles.

**Carol Rubin**, manager, dramatic program development, ABC Entertainment, Los Angeles, appointed executive producer of novels and limited series. **Dottie Gagliano**, manager, creative services, motion pictures and novels for television there, named director.

**Ken Horton**, director of advertising and promotion, West Coast, NBC-TV, Los Angeles, named manager of comedy and variety programs, West Coast. Joyce Burditt, director of variety programs, ABC-TV, Los Angeles, joins NBC-TV there as director of comedy development.

**Joy Wyman**, engineering administrator, WCVB-TV Boston, named program director.

**Gene Walsh**, production manager, WTNH-TV New Haven, Conn., joins WXEX-TV Petersburg, Va., as program director.

**Robert Orenbach**, general manager, WVRV(FM) New York, joins Jazz Media International Ltd., there as president and executive director.

**Art Moore**, executive producer of *Dialing for Dollars*, WPVI-TV Philadelphia, named executive producer of new program there. **AM/Philadelphia**, Claire Carter, from WAST(TV) Albany, N.Y., and **Dave Roberts**, from WKBW-TV Buffalo, N.Y., join WPVI-TV as co-hosts of program.

**Ronald J. Bilek**, assistant news director, WJKW-TV Cleveland, appointed executive producer for *PM Magazine* there.

Appointments, WOKR(TV) Rochester, N.Y.: **Craig Heslor**, technical director, named executive producer of local programing; **Don Loy**, junior director, succeeds Mr. Heslor, and will also be producer-director of weekend program; **Terry Fauth**, traffic manager, named program coordinator, and **Marianne Fosco**, assistant traffic director, named traffic manager.

**Don Carter**, senior producer-director, WILX-TV Jackson, Mich., and **Chris Benjamin**, operations manager, WMBD-TV Peoria, Ill., join WTOL-TV Toledo, Ohio, as producers-directors.

**F. Paul Fuhr**, program director, WMMR(FM) Philadelphia, joins KNAC(FM) Long Beach, Calif., in same capacity.

**Joe Sanchez**, disk jockey and production chief, WDLC-AM-FM Port Jervis, N.Y., named program director.

**Heidi Adams**, from art department of Darien, Russell & Hill Advertising, San Jose, Calif., joins KNTV(TV) there as art director.

**Terry Chick**, assistant sports director, WIS-TV Columbia, S.C., named sports director, WRET-TV Charlotte, N.C. **Bob Hice**, sports director, WSOC-TV Charlotte, joins WRET-TV as sports reporter and weekend sports anchor.

**Bill Macatee**, sports director, KBMT(TV) Beaumont, Tex., joins KMBC-TV Kansas City, Mo., as weekend sports anchor-reporter and color commentator for Kansas City Chiefs football pre-season telecasts. **Don Fortune**, sports director, KMBC-TV, will be play-by-play announcer for telecasts.

**Donald L. Grider**, sports director, WKIS(AM) Orlando, Fla., named sports reporter and weekend sports anchor, WDBO-TV there.

**Dave Saunders**, from sports department of WHIO-TV Dayton, Ohio, joins WOI-TV Ames, Iowa, as sports director.

**Dana Lombardo** from Honig-Cooper & Harrington, Los Angeles, joins Walt Disney Productions as research manager, motion pictures and television.

**Leonard Morpurgo**, former European exploitation manager for Columbia Pictures, joins Lorimar Productions, Burbank, Calif., as coordinator of foreign advertising and publicity.

**Ira Gottlieb**, former president of Gouliieb-Taffner Programs and most recently consultant, named VP of international sales for National Telefilm Associates, Los Angeles.

**Michael Theis**, operations manager, Telemation Productions, Chicago, named director of operations of company's Denver facility. **Robert Blauvelt**, chief engineer, KKTU(TV) Colorado Springs, joins Telemation, Denver, in same capacity.

**Dean Dalton**, music critic, opera commentator and cultural affairs producer, noncommercial WETA-FM Washington, joins WQMS-AM-FM there as writer-reviewer-announcer.

**Eric Freud**, announcer-producer, noncommercial KWMU(FM) St. Louis, joins National Public Radio, Washington, as production assistant for classical music.

## News and Public Affairs



Ravencroft

**John Ravencroft**, assistant news director, WGN-AM-TV Chicago, named news director.

**Edward Belkin**, morning drive-time editor, KYW(AM) Philadelphia, appointed news director.

**Ross Mitchell**, assistant news director, KWG(AM) Stockton, Calif., named news director.

**Dotti Jones**, manager of community affairs, WCAU(AM) Philadelphia, named director of editorial and community affairs.

**James R. Bitterman**, reporter/producer, Canadian Broadcasting Corp., Toronto, joins NBC News as Rome correspondent.

**Barbara Porter**, regional editor, Associated Press Radio, Washington, named national editor. **Dave Walter**, network clerk there, suc-

**Old Redhead, Colonel remembered.** Red Barber and Mel (the colonel) Allen, former voices of the Brooklyn Dodgers and the New York Yankees, respectively, were honored last Monday (Aug. 7) at baseball's Hall of Fame ceremonies in Cooperstown, N.Y. They received the newly established Ford C. Frick award for broadcasting excellence.

Mr. [Walter L.] Barber broke into major league play-by-play in 1934 with the Cincinnati Reds. When that team's general manager, the late Larry McPhail went to the Dodgers in 1939, he induced Mr. Barber to handle Brooklyn baseball. In later years, after the Dodgers migrated to California, Mr. Barber took over Yankee broadcasts in 1965, again for Mr. McPhail. Now in semi-retirement in Tallahassee, Fla., Mr. Barber writes a weekly newspaper column.

Mr. Allen, after several years of sports on network and local radio, began his long stint as the voice of the Yankees (1940-1964). Now living in Stamford, Conn., he does occasional narrations for sports broadcasts and films.

ceeds her. **Debra Silmeo**, intern, WIP(AM) Philadelphia, succeeds Mr. Walter.

**John C. DePrez Jr.**, UPI regional executive for southern California, based in San Diego, appointed director of communications for UPI, based in New York.

**Roger Flemmer**, from news department of KFAB(AM) Omaha, Neb., named assistant news manager. **Tom Johnson**, announcer there, named assistant manager of public affairs.

**Warner Saunders**, director of community affairs and host of public affairs program, WBBM-TV Chicago, given expanded role in affirmative action and community ascertainment. **Don Johnson**, field producer there, succeeds Mr. Saunders. **Mary S. Nissenon**, trial lawyer for Chicago law firm, named chief investigator for WBBM-TV's news unit.

**Richard Sher**, reporter and weekend anchor, and **Oprah Winfrey**, reporter and co-anchor, WJZ-TV Baltimore, named co-hosts of station's new morning program and co-hosts of noon news.

**Lynn Rabren**, from WKRG-TV Mobile, Ala., joins WFLA-TV Tampa, Fla., as reporter-photographer. **Donald Jay Paul**, science editor and weather reporter, KAKE-TV Wichita, Kan., joins weather staff of WFLA-TV.

**Gloria Paul**, from noncommercial Woub-TV Athens, Ohio, joins WTVN-TV Columbus, Ohio, as producer of news show.

**James A. Seamans**, from KPND(AM) Pampa, Tex., joins KVOU(AM) Uvalde, Tex., as news director.

**Haney Howell**, writer for ABC Radio news, New York, joins KBTV(TV) Denver, as reporter.

**Molly McCoy**, host on noon news program, WGR-TV Buffalo, N.Y., named weekend anchor.

Appointments, WJRT-TV Flint, Mich.: **Mike Meyerand**, from WJBK-TV Detroit, named assignment editor; **John Robbins**, from WSAV-TV Savannah, Ga., **Chuck Ferrell**, from WSEE(TV) Erie, Pa., and **Bob Sokoler**, from WMJC(FM) Detroit, named reporters.

**Warren Bell**, weekend anchor-reporter, and **Marcia Kavanaugh**, reporter, WDSU-TV New Orleans, named weekday co-anchors. **Ned Potter**, field producer, WNBC-TV New York, joins WDSL-TV as general assignment reporter. **Chuck Lampkin**, anchor-reporter, WIVB-TV Buffalo, N.Y., named weekend anchor-reporter. WDSU-TV. **Elizabeth Curren**, reporter, WBRZ(TV) Baton Rouge, appointed general assignment reporter. WDSU-TV.

Named reporters, WDBO-TV Orlando, Fla.: **Ronald D. Comings**, writer-photographer. KMGH-TV Denver; **Annetta G. Wilson**, reporter. WCTV(TV) Thomasville, Ga., and **William P. Bauman**, news director, WLOF(AM) Orlando.

**Doug White**, anchor-reporter-producer, WPRI-TV Providence, R.I., joins WJAR-TV news team there.

**Jay Schaedler**, news and public affairs director. WSGO-AM-FM Oswego, N.Y., joins noncommercial WMBF(FM) Oxford, Ohio, in same capacity.

**Stanlee Henry**, air personality, WDAO(FM) Dayton, Ohio, appointed community service director.

**Roger LaMay**, reporter, WVII-TV Bangor, Me., appointed assignment editor. **Kathy Walsh**, assistant to consumer reporter, WCAU-TV Philadelphia, joins WVII-TV as anchor. **Dan Desjardins**, reporter, WAKR-TV Akron, Ohio, joins WVII-TV in same capacity.

**Dan Royal**, weekend anchor and feature reporter, KAMR-TV Amarillo, Tex., named feature reporter. WAVE-TV Louisville, Ky. **Christine Harriss**, from noncommercial WTTW(TV) Chicago, joins WAVE-TV as consumer-general assignment reporter.

**Mike Cobb**, director of weekend news and public affairs programs, KNTV(TV) San Jose, Calif., named director of daily newscasts. **Ric Romero**, director, succeeds Mr. Cobb.

**Ed Heiland**, morning traffic reporter, WSOC-TV Charlotte, N.C., named reporter. **Shelia Johnson**, from WHAR(AM) Clarksburg, W.Va., joins WSOC-TV as correspondent. **Mark Bergeson**, anchor, WSCQ(FM) Columbia, S.C., joins WSOC(AM) Charlotte as correspondent and morning drive editor.

**Jack Combs**, senior photographer, KTVY(TV) Oklahoma City, appointed photographer. KTRK-TV Houston.

**Paula Lyons**, deputy director of federal relations for Boston Mayor Kevin H. White, joins WCVB-TV Boston as consumer reporter.

**Pete Robinson**, from news staff of KCNW(AM) Fairway, Kan., and co-owned KUDL-FM Kansas City, Kan., joins news and public affairs department of KFIX-AM-FM Liberty, Mo.

**Greg Edmonds**, from KIMN-FM Denver, joins news staff of KSFX(FM) San Francisco.

**Carole Cartwright**, project director, noncommercial WTTW(TV) Chicago, named manager of community programs for WMAQ-TV there. She will serve as executive producer and host of weekly public affairs show there.

**Karin Franklin**, host of morning program, WIXT(TV) Syracuse, N.Y., appointed community affairs director.

**Charles P. Hussion**, from WCLG-AM-FM Morgantown, W.Va., and **Don Stephens**, from

WGBB(AM) Freeport, N.Y., join WSB-AM-FM Atlanta as announcers-reporters.

**Alvin Herbert**, executive assistant to county judge and director of community development, Harris county, Tex., joins KTRK-TV Houston as news assistant assignment editor.

**Steve Shumake**, from news department of WKIX(AM) Raleigh, N.C., appointed senior news editor.

Named producers, WBBM-TV Chicago: **Greg Caputo**, rotating producer; **Scott Gurvey**, associate producer; **Bob Epstein**, news writer; **Chris Chandler**, news writer, and **Dave Caravello**, news researcher. **Susan Silk**, producer, named special projects producer, and **Barbara Benzie**, news writer, named associate producer.

**Caryn Mathes**, co-anchor, WTHI-TV Terre Haute, Ind., joins news department of WCKY(AM) Cincinnati.

**Paul Lewis**, graduate of Boston University, appointed general assignment reporter. KHAS-TV Hastings, Neb.

**Frank Thompson**, director of information, Department of Human Resources, state of North Carolina, joins news staff of WRDU-TV Durham, N.C.

**Les Brecht**, reporter-announcer, WSAU-AM-TV Wausau, Wis., joins Louisiana Radio Network, Baton Rouge, as announcer-editor.

**Jean Gater**, teacher at Chicago high school, joins WLS-TV there as community affairs-editorial assistant.

**Kim Hoggard**, from traffic department of WJLA-TV Washington, joins Radio Television

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News Directors Association there as assistant to managing director. Len Allen.

## Promotion and PR

**Ronald Najman**, manager of news information, ABC, New York, joins CBS News there as manager of information services.

**Roxy Myzal**, music director, WXL0(FM) New York, joins Atlantic Records, New York, as local promotion director.

**Judy Fountain**, publicity and research director, KVII(AM) Seattle, named promotion director.

**Maria J. Fuste**, from promotion department, WTVJ(TV) Miami, named assistant to promotion manager.

**Bob Baron**, group program director for Smith Broadcasting's WAAY(AM) Huntsville, Ala., and WNUC(AM) Fort Walton Beach, Fla., appointed promotion and public relations director for company's WAAY-TV Huntsville.

**Peggy Nicholson**, host of children's program, WTTW(TV) Bloomington, Ind. (Indianapolis), named promotion manager.

**Missie O'Brien**, consultant to Mid-Atlantic Corp., New York, joins Warner Communications there in corporate public relations position.

**Calvin Richards**, advertising and sales promotion manager, WOWO(AM) Fort Wayne, Ind., appointed advertising and promotion manager, WXYZ(AM) Detroit.

## Cable



Wangberg

**Larry W. Wangberg**, president of Coaxial Communications, Columbus, Ohio, appointed VP-marketing, Warner Cable Corp., New York.

**Ivan D. Johnson**, executive secretary of Arizona Cable Television Association, named VP of operator services for National Cable Television Association.

Washington. **John Fellet Jr.**, controller for Hanna Mining and Getty Oil Co., Phoenix, succeeds Mr. Johnson.

**Terry L. Adkins**, chief engineer, Communications Properties Inc. of Arkansas, North Little Rock, appointed general manager. **Ralph Smith**, project supervisor for continuing construction, succeeds Mr. Adkins. **Gordon Moss**, project coordinator, American Television and Communications Corp., Orlando, Fla., joins Communications Properties Inc., Austin, Tex., as project manager for River City Cable TV.

**Stan Amon**, controller of defunct FCB Cablevision, Los Angeles, appointed treasurer of Falcon Communications there.

**Don Keene**, from professional softball team, Spokane, Wash., Blazers, joins Times Wire and Cable Division of Times Fiber Communications, as north central regional sales manager, based in Des Moines, Iowa.

## Equipment & Engineering

**William P. Alexander**, senior assistant secretary of RCA, elected secretary, succeeding **George E. Morris**, who resigned post in anticipation of retirement. **John C. Sawhill**, president of New York University and former head of Federal Energy Administration, elected to RCA board of directors.

**Allan E. Aebig**, director, technical operations of NBC-owned WRC-TV Washington, named director, video recording operations, NBC-TV, New York. **John A. Bennett**, technical supervisor, NBC-TV, New York, appointed director, studio-field and film operations.

Appointments in newly formed office of communications, Eastman Kodak, Rochester, N.Y.: **David J. Metz**, assistant director of corporate information department in corporate relations, named director of corporate communications; **Richard S. Bartlett**, director of presentations and promotions, advertising and promotion, named director of information services, corporate communications, and **Henry J. Kaska**, manager of news services, named manager of public information, corporate communications.

**David M. Stern**, VP for engineering and manufacturing, E-W International, Woodland Hills, Calif., appointed executive VP.



Eden

**Len Eden**, chief engineer, WDIV(TV) Detroit (formerly WWJ-TV), takes on additional responsibility as director of engineering for Post-Newsweek Stations.

**Frederick J. Moore**, chief engineer, WWSH(FM) Philadelphia, joins WNEW-AM-FM New York in same capacity.

**Bob Smith**, chief engineer, WTRY(AM)-WWSH(FM) Albany, N.Y., and consulting

engineer for licensee, Scott Broadcasting Corp., appointed chief engineer, WRKO(AM)-WROR(FM) Boston.

**David A. Eggers**, assistant general counsel, Comsat General Corp., Washington, named general counsel and secretary, Scientific-Atlanta, Atlanta.

Appointments, magnetic tape division, Fuji Photo Film U.S.A., New York: **Gary Conway**, Western regional sales manager, named sales manager of consumer tape; **Roger Edelman**, purchasing manager, named marketing services administrator; **Jeff Brown**, from Miero Electronics Systems, Chicago, joins Fuji as Midwest sales representative based in Chicago; **A. Yoneda**, marketing coordinator, named marketing director, and **Tom Ushijima**, staff engineer, named senior engineer.

**Vorce McIntosh**, from noncommercial WTTW(TV) Chicago, appointed director of technical services for Columbia Pictures Videocassette Services at company's new headquarters in Elk Grove Village, Ill. **Robert A. Burnett**, general manager-sales manager of Southwest Producers' Service, Dallas, named national sales manager for Videocassette. **Kristian K. Adams**, operations manager, video division, Magnetic Video Corp., Detroit, joins Videocassette as operations manager.

**Kay Mattson**, executive secretary and office manager, WCVB-TV Boston, named engineering administrator.

**Frank W. Novak**, assistant general manager, communications division, Panasonic, Secaucus, N.J., appointed general manager.

## Allied Fields

New partners in Fletcher, Heald & Hildreth, communications law firm, Washington: **Leonard Robert Raish**, formerly with Office of Telecommunications Policy, and **Vincent Curtis** and **David Rozzelle**, attorneys with firm.

**Teddy Reynolds**, director of marketing services for WDVM-TV Washington, and director of



**O pioneers.** These are the new officers of the Broadcast Pioneers Educational Fund Inc., elected Aug. 3 in Washington. The new president (2d from left) is Wallace B. Dunlap, Washington vice president for Westinghouse Broadcasting Co., who succeeds Joseph E. Baudino, a former WBC Washington executive, who has been president since 1974. Others in the officer team (l to r): Catherine Heinz, re-elected vice president-secretary; Henry Rau, chairman of the Rau Radio Stations group, elected treasurer, and Harold Niven of the National Association of Broadcasters, re-elected vice president. John D. Lane (not pictured) was re-elected general counsel. The fund's principal business is to endow the Broadcast Pioneers Library, situated in the NAB building in Washington. Sydney Eiges, a former NBC vice president now with the Council for Better Business Bureaus in Washington, is a fund-raising consultant. He has announced plans for a new campaign to be undertaken this fall.

research for former licensee. Post-Newsweek Stations Inc., and its stations, joins Hamilton & Staff, Washington, as VP-media and marketing research.

**Richard Hauschild**, media advertising manager for Singer Co., New York, appointed director of client services for Audits & Surveys/TRAC-7 there.

**Susan Chandler**, with audience rating company, Ram Research, El Cajon, Calif., appointed general manager.

**Gary Fournier**, graduate student at University of Virginia, Charlottesville, appointed to staff of FCC's network inquiry, Washington.

**David E. Glaser**, manager of custom research activities in Southwest, headquartered in Dallas, A.C. Nielsen, appointed associate director of planning and development, moving to company headquarters in Northbrook, Ill.

## Deaths

**Frank C. McIntyre**, 60, owner and manager of KOPD(FM) Ogden, Utah, died July 17 of complications following heart attack while attending Rocky Mountain Broadcasters Association convention in Vail, Colo. Mr. McIntyre was one-time manager of KMVT(TV) Twin Falls, Idaho, and VP of KLUB-AM-FM Salt Lake City. He purchased KOPD in 1972. Surviving are his wife, Doris, three daughters and one son.

**Frank Fontaine**, 58, who played "Crazy Guggenheim", cheerful drunk on Jackie Gleason television show during 1960's, died Aug. 4 of heart attack in Spokane, Wash., where he was appearing at convention. Mr. Fontaine appeared frequently on *Jack Benny Show* and also had his own radio program during 1960's. He was married and had 11 children.

**Tottie Field**, 48, television and nightclub comedian, died Aug. 2 of apparent heart attack in Las Vegas where she was to open at Sahara hotel. She had been making comeback after series of illnesses.

**Wilbert H. Pearson**, 60, officer in International Communication Agency, Washington and its predecessor agency for 25 years, died Aug. 3 at his home in Bethesda, Md., of heart attack. Mr. Pearson was head of media staff of agency's motion picture and television service since 1963. Survivors include his wife, Joan, one daughter and three sons.

**Frederick Stutz**, 54, also with ICA in Washington, died August 6 of cancer at Martha's Vineyard, Mass. Mr. Stutz joined agency in 1955 and was chief of its program resources and development office. Survivors include his wife, Jo Ann Joslin, two daughters and one son.

**William H. Oldham**, 67, veteran advertising executive, died July 27 at his home in Geneva, Ill. He had worked for WLS(AM) Chicago, Rollins Broadcasting and Edward Pety Co. His wife, Henrietta, survives.

**Shirley Vanda**, 60, co-founder of independent KHBV-TV Henderson, Nev., now KVVU-TV, died July 29 of cancer at her Las Vegas home. She and her husband, Charles, opened station in 1967 and operated it for two years before selling it. Mr. Vanda at one time was TV VP for *Philadelphia Bulletin* stations. During her career she was also supervisor of talent auditions for CBS Radio in New York and worked as producer in Los Angeles for CBS. Survivors include her husband and one son.

# Handy dandy looker upper



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- 26-50 copies  \$1.85 each plus 6% for postage and handling
- 51-99 copies  \$1.75 each plus 6% for postage and handling
- 100 or more  \$1.60 each plus 6% for postage and handling

## Broadcasting Publications Inc.

1735 DeSales Street NW Washington DC 20036

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period July 31 through Aug. 4.

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.

## Ownership Changes

### Applications

■ WRLD(AM) Lanette, Ala. (AM: 1490 khz, 1kw-D, 250w-N)—Seeks assignment of license from Valley Broadcasting Co. to WRLD Inc. for \$256,429. Seller: owned (100%) by estate of Miles H. Ferguson, administered by Helen Ferguson Zachry who owns 55%

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of WDBM(AM)WOOD(FM) Statesville, N.C. and 20% of WJHO(AM) Opelika, Ala. Buyer: principally owned by E.L. Pearce, president, who owns 17% of WDBM(AM)WOOD(FM) and 20% of WJHO(AM) Ann. July 20.

■ KHUM(AM) Eureka, Calif. (AM: 790 khz)—Seeks assignment of license from Carroll R. Hauser to Redwood Broadcasting for \$42,123. Seller: Mr. Hauser has no other broadcast interests. Buyer: owned by California Oregon Broadcasting Inc. which is principally owned by William B. Smullin, his wife Patricia and their five children. Corporation owns KOB1(TV) Medford, KOT1(TV) Klamath Falls KLOO-AM-FM Corvallis and SO Cable TV system, Medford and microwave carrier there, is principal of KAGI(AM) Grants Pass, and 50% owner of KPIC-TV Roseburg, all Oregon; KRCR-TV Redding, and a newspaper in Arcata, both California. Ann. July 28.

■ WBOX(AM) Bogalusa, La. (AM: 920 khz, 1kw-D)—Seeks assignment of license from Mosley-Smith Broadcasting to Northlake Audio Inc. for \$220,000. Seller: Principally owned by Donald H. Smith and his wife, June, who have no other broadcast interests. Buyer: Purvis M. Hall Jr., his wife Elaine and their son, Purvis M. Hall III (30% each) and Andrew M. Moses and Terrance L. Hickman (5% each). Mr. Hall Jr. is bank president and his wife is housewife. Their son is announcer, program director, WBOX. Mr. Moses is station manager. Mr. Hickman is announcer, WFMF(FM) Baton Rouge, La. Ann. July 28.

■ KBTC(AM) KSCM(FM) Houston, Mo. (AM: 1250 khz, 1kw-D; FM: 99.3 mhz, 13kw)—Seeks assignment of license from Radio Co. of Texas County Inc. to Broadcasters of Texas County Inc. for \$280,000. Seller: Jeryl L. Smith and his wife, Deann (64.1%), Maurice Covert (16.1%) and William H. Duff and his wife, Edna (9.9% each). Mr. Duff owns 25% of KHAD(AM) DeSoto, Mo. No others have broadcast interests. Buyer: principally owned by J. Paul Salois and his wife, Betty, who are principals of KPCR(AM) Bowling Green, Mo. Ann. July 28.

■ WLOB-AM-FM Portland-Westbrook, Maine (AM: 1310 khz, 5kw-U; FM: 100.9 mhz, 30kw)—Seeks assignment of license from WLOB Inc. and Japat Inc. to Portland Radio Inc. for \$800,000. Sellers: WLOB Inc. owns WAQY(FM) Springfield, and WIXY(AM) East Long Meadow, Mass. It is equally owned by Donald Wilks and Michael Schwartz, as Japat Inc. Messrs. Wilks and Schwartz are each 33.3% owners of WPET(AM)-WRQK(FM) Greensboro, N.C. Buyer: principally owned by Newport Communication Inc. which is owned by Peter W. Kuyper, Peter G. Mangone Jr., Robert Pfannkuch, Rochford L. Barker and Robert F. J. Williams III (15.8% each) and Bruce Gordon (13.2%) and Michael M. Adams (7.9%). Newport owns WADK(AM) Newport, R.I. Mr. Kuyper, president of Newport and Portland Radio, is vice president, Paramount Pictures Corp., New York. Mr. Mangone is vice president, Paine Webber, Chicago. Mr. Pfannkuch is president, Bell & Howell video division, Chicago. Mr. Barker owns Chicago commodities commission firm. Mr. Williams is Sr. vice president, 10-Four Productions, Los Angeles TV production firm. Mr. Gordon is Sr. vice president, Paramount. Mr. Adams is president, Los Angeles insurance agency.

■ KUPY(AM) Puyallup, Wash. (AM: 1450 khz, 1kw-D, 250w-N)—Seeks assignment of license from Happy Valley Radio Inc. to Shortsleeve Broadcasting Inc. for \$235,000 plus \$85,000 for 10-year noncompete agreement. Seller: owned (100%) by Estate of Hayden "Bud" Blair (deceased). Buyer: equally owned by Ray Courtemanche and his wife, Cheri. Mr. Courtemanche owns Seattle advertising agency. His wife owns Seattle charter boat business and has real estate interests in Milwaukee. Neither has other broadcast interests. Ann. July 28.

■ KHIT(AM)-KSXT(FM) Walla Walla, Wash (AM: 1320 khz, 1KW-D; FM: 97.1 mhz, 50kw)—Seeks transfer of control of STL Inc. from Carl Tyler, John Lienkaemper and F.M. Stevens (100% before; 50% after) to Murray Taggart and F.M. Stevens (33%

before; 100% after). Consideration: \$120,000. Principals: Messrs. Tyler and Lienkaemper are selling stock (33% each) to Mr. Stevens (33% before; 50% after) and Mr. Taggart (none before; 50% after). Mr. Stevens is Treasurer of STL Inc. will become president and general manager of stations. Mr. Taggart is attorney in Walla Walla and has cattle and farming interest in Oregon. Neither has other broadcast interests. Ann. June 16.

### Grants

■ KCIN(AM) Victorville, Calif. (AM: 1590 khz, 500 w-D)—Broadcast Bureau granted assignment of license from Dynamic Radio Broadcasting Inc. to Sidney King for \$160,000. Seller: principally owned by Roger P. Brandt, who has no other broadcast interests. Buyer: former vice president and general manager of KVOC(AM) Casper, Wyo.

■ KFMU(FM) Oak Creek, Colo. (103.9 mhz, 165 w)—Broadcast Bureau granted assignment of license from Elliot John Bayly to CherMi Communications Corp. for \$42,500. Seller: is sole owner and has been operating station at loss which he can no longer afford. Buyer: is 80% owned by D. Michael Barry, Steamboat Springs, Colo., businessman who owns and operates movie theater among other interests, and 20% by Friedrich Roosli, Steamboat Springs electronics sale and service from owner. None has other broadcast interests. Action July 27.

■ WHBM(FM) Xenia, Ohio (103.9 mhz, 1 kw)—Broadcast Bureau granted H&H Broadcasters Inc. assignment of license to Ohio Broadcast Associates for \$179,000. Seller: Harold J. Wright owns 90% of H&H stock, his wife Elenore, 10%. The Wrights' other broadcast holding is WELX(AM) also in Xenia. Buyer: Arnold and Audrey Malkan jointly own 37.5% of stock. Their son Matthew owns 37.5%. Fred Gage and J. Andrew Booth each own 10%. L. Bruce Garraway owns 5%. The Malkan family also holds the majority of stock in KEYS(AM) Corpus Christi, Tex. and WNOR-AM-FM Norfolk, Va. Mr. Gage is general manager. Mr. Booth, chief engineer and Mr. Garraway program director of WNOR. Action July 26.

■ KGLC-AM-FM Miami, Okla. (901 khz, 1 kw-U) (100.9 mhz, 3 kw)—Broadcast Bureau granted Miami Radio Inc. assignment of license to Ottawa County Broadcasting Inc. for \$525,000. Seller is principally owned by K. C. Jefferies. Buyer: Jeryl L. Smith and Deann D. Smith each own 50% of buying corporation. They are also stockholders and president and vice-president respectively of KBTC(AM) and KSCM(FM) both of Houston, Mo. Action July 17.

## Facilities Changes

### AM applications

■ KDXE North Little Rock, Ark.—Seeks CP to increase day power to 5 kw; add night service with 2.5 kw; install DA-2 and change TL. Ann. Aug. 2.

■ WRUF Gainesville, Fla.—Seeks CP to change TL and make changes in ant. system (increase height). Ann. Aug. 2.

■ WLOD Pompano Beach, Fla.—Seeks mod of CP to make changes in nighttime ant. system. Ann. Aug. 2.

■ WWKR Dearborn, Mich.—Seeks CP to change TL; make changes in ant. system (add STL receiving ant.). Ann. Aug. 2.

■ WBRM Marion, N.C.—Seeks CP to change SL; install new trans.; install former main trans. as aux. trans.; replace transmission line. Ann. Aug. 2.

■ WSBT South Bend, Ind.—Seeks CP to make changes in ant. system (decrease height). Ann. Aug. 4.

■ WHVR Hanover, Pa.—Seeks CP to change monitor point field intensity limits. Ann. Aug. 4.

■ WDAR Darlington, S.C.—Seeks CP to redescribe TL and SL and increase ant. input power to 1kw. Ann. Aug. 4.

■ KEXE Spokane, Wash.—Seeks CP to change TL

and SL; add nighttime service with 2.5 kw; install DA-2. Ann. Aug. 2.

### FM applications

- WAQT Carrollton, Ala.—Seeks mod. of CP to change type trans.; change ant. change TPO and HAAT: 370.5 ft. (H&V). Ann. Aug. 1.
- KDUO Riverside, Calif.—Seeks CP to install new trans.; install new ant.; change TPO: ERP: 72kw (H&V) and HAAT: 1,566 ft. (H&V). Ann. Aug. 2.
- WRQX Washington, D.C.—Seeks CP to change TPO and ERP: 35.5 kw (H&V). Ann. Aug. 4.
- WLEQ Bonita Springs, Fla.—Seeks CP to install new ant.; change TPO. Ann. Aug. 2.
- WAXY Ft. Lauderdale, Fla.—Seeks CP to install new aux. trans. and ant. to be operated on: 105.9 mhz., ERP: 27.72 kw (H&V) and HAAT: 410 ft. (H&V). Ann. Aug. 10.
- WSHE Ft. Lauderdale, Fla.—Seeks CP to change transmission line & TPO. Ann. Aug. 4.
- WOKZ-FM Alton, Ill.—Seeks CP to install new trans.; change TPO; ERP: 50 kw (H), 34.6 kw (V) (Max) and HAAT: 493 ft. (H&V). Ann. Aug. 4.
- WFYR Chicago—Seeks CP to install new trans.; install new ant.; change TPO. Ann. Aug. 2.
- \*WBJC Baltimore, MD.—Seeks mod. of CP to change trans.; change ant.; make changes in ant. system (decrease height); change TPO; ERP: 50 kw (H&V) and HAAT: 497 ft. (H&V). Ann. Aug. 1.
- WMJC Birmingham, Mich.—Seeks CP to install new aux. ant. at main TL to be operated on: 94.7 mhz. ERP: 15.6 kw (H&V) and HAAT: 783 ft. (H&V). Ann. Aug. 4.
- KXTR Kansas City, Mo.—Seeks CP to change TPO. ERP: 100 kw (H&V) and HAAT: 673 ft. (H&V). Ann. Aug. 4.
- WQVE Mechanicsburg, Pa.—Seeks mod. of CP to redescribe SL; make changes in ant. system (increase height); change HAAT: 763 ft. (H&V). Ann. Aug. 4.
- WZTA Tamaqua, Pa.—Seeks CP to install new aux. trans. Ann. Aug. 4.
- WSEV-FM Sevierville, Tenn.—Seeks mod. of CP to change TL; change trans.; change ant.; make changes in ant. system (decrease height.); change TPO and HAAT: 1,915 ft. (H&V). Ann. Aug. 4.
- KDNA Yakima, Wash.—Seeks mod. of CP to redescribe SL; change trans. and ant.; change TPO and ERP: 18.2 kw. Ann. Aug. 1.
- WJZQ Kenosha, Wis.—Seeks CP to change ERP: 21.92 kw (H&V). Ann. Aug. 4.

### TV actions

- WIPB (ch. 40) Muncie, Ind.—Granted mod. of license covering decrease of aural ERP to 14.2 kw; remote control permitted. Action July 14.
- WSNL-TV (ch. 67) Patchogue, N.Y.—Granted change in community of license to Smithtown and granted STV authorization. Action July 27.

### AM actions

- WEUP Huntsville, Ala.—Granted license covering changes. Action July 14.
- KVEN Ventura, Calif.—Granted CP to change daytime ant. from directional to non-directional. Action July 19.
- WINZ Miami, Fla.—Granted license covering changes. Action July 14.
- KTWG Agana, Guam.—Granted CP to change frequency to 800 khz. Action June 22.
- KKEE Rochester, Minn.—Granted CP to increase critical hours to 10 kw-DA. Action July 11.
- \*KUNR Reno, Nev.—Seeks CP to change TL; install new trans. and ant.; make changes in ant. system (increase height); change TPO; ERP: 20.2 kw and HAAT: minus 467 ft. Ann. Aug. 2.
- KLTC Dickinson, N.D.—Granted mod. of CP to make changes in ant. system. Action July 17.
- WHP Harrisburg, Pa.—Granted CP to make changes in ant. system. Action July 20.
- KFTN Provo Utah.—Granted CP to change TL; remote control permitted. Action June 22.

### FM actions

- WQEN Gadsden, Ala.—Granted CP to change aux. TL; install new ant.; make change in ant. system (in-

crease height); change ERP: 27.5 kw (H&V) and ant. height: 1,080 ft. (H&V); remote control permitted. Action July 24.

- WBIL-FM Tuskegee, Ala.—Granted CP to change SL; install new trans.; change TPO and ERP: 2.7 kw (H&V); ant. height 320 ft. (H&V); remote control permitted. Action July 20.
- KMAX Arcadia, Calif.—Granted CP to install new trans. and ant.; change TPO and ant. height: -235 ft.; remote control permitted. Action July 24.
- KHYL Auburn, Calif.—Granted CP to correct coordinates, install new ant. and trans. change TPO: ERP: 8.2 kw (H&V); ant. height 460 ft. (H&V). Action July 24.
- Healdsburg, Ca. (North Coast Communications Inc)—Granted mod. of CP to change TL; ERP: 2.3 kw (H&V); ant. ht. 1,950 ft. (H&V); remote control permitted for new FM. Action July 19.
- KFSG Los Angeles—Granted CP to install new emergency ant. to operate on 96.3 mhz; ERP: 707 kw(H); ant. height 320 ft. (H&V); remote control permitted. Action July 26.
- KJOI Los Angeles, Calif.—Granted license covering changes; ERP 75 kw (H&V); ant. height 1,180 feet (H&V). Action July 14.
- KPRI San Diego, Calif.—Granted license covering changes; ERP 50 kw (H&V); ant. height 230 feet (H&V). Action July 14.
- KKHI-FM, San Francisco Granted license covering changes; ERP 8.6 kw (H&V); ant. height 1,200 feet (H&V). Action July 14.
- \*KZSU Stanford, Calif.—Granted license covering changes; ERP 500 (H&V); ant. height -10 feet (H&V). Action July 14.
- \*KGNU Boulder, Colo.—Granted mod. of permit to change trans. and ant.; increase ant. height.; change TPO and ERP:3.6 kw (H&V); ant. height 220 ft. (H&V); remote control permitted. Action July 24.
- WYRS Stamford, Conn.—Granted CP to install new trans.; change TPO; ERP: 3 kw (H), ant. 280 ft. (H); remote control permitted. Action July 24.
- WIOF Waterbury, Conn.—Granted license covering changes; ERP 14 kw (H&V); ant. height 840 feet (H&V). Action July 14.
- WDBO-FM Orlando, Fla.—Granted license covering changes; ERP 80 kw (H&V); ant. height 1,320 feet (H&V). Action July 14.
- WIPE-FM Americus, Ga.—Granted license covering changes; ERP 3 kw (H&V); ant. height 180 feet (H&V). Action July 14.
- \*WRFG Atlanta, Ga.—Granted license covering changes; ERP 1.25 kw (H&V); ant. height 295 feet (H&V). Action July 14.
- WHCG Metter, Ga.—Granted license covering changes; ERP 3 kw (H&V); ant. height 300 feet (H&V). Action July 14.
- WSNT-FM Sandersville, Ga.—Granted authority to change frequency to 93.5 mhz; change ant. height to 185 ft. (H&V); remote control permitted. Action July 20.
- WTOC-FM Savannah, Ga.—Granted license covering changes; ERP 89 kw (H&V); ant. height 1,320 feet (H&V). Action July 14.
- WRBN-FM, Warner Robins, Ga.—Granted license covering changes; ERP 3 kw (H&V); ant. height 205 feet (H&V). Action July 14.
- KAIM-FM Honolulu—Granted CP to install new trans. and ant. change TPO and ERP: 100 kw (H&V); ant. height -24 ft. (H&V); remote control permitted. Action July 20.
- \*KBSU Boise, Idaho—Granted license covering changes. Action July 14.
- WFYR Chicago—Granted license covering changes; ERP 12.5 kw (H&V); ant. height 860 feet (H&V). Action July 14.
- \*WIPU Fort Wayne, Ind.—Granted mod. of CP to change SL. Action July 14.
- WRWC Rockton, Ill.—Granted CP to redescribe TL and SL; install new trans.; make changes in ant. system; ERP: 3 kw (H&V); ant. height 300 ft. (H&V). Action June 22.
- WEEE Taylorville, Ill.—Granted mod. of permit to change ant.; TPO; ERP: 2.6 kw (H&V); ant. height 295 ft. (H&V); remote control permitted. Action July 26.

■ KKEZ Fort Dodge, Iowa—Granted license covering changes; ERP 100 kw (H&V); ant. height 600 ft. Action July 14.

- \*KSUI Iowa City, Iowa—Granted license covering changes; ERP 100 kw (H&V); ant. height 1,300 feet (H&V); and granted request for subsidiary communications authorization on a subcarrier frequency of 67 khz. Action July 14.
- KTRO, Leavenworth, Kan.—Granted license covering changes; ERP 100 kw (H&V); ant. height 410 feet (H&V). Action July 14.
- WLBJ-FM Bowling Green, Ky.—Granted license covering changes; ERP 3 kw (H&V); ant. height 180 feet (H&V). Action July 14.
- KSMB Lafayette, La.—Granted mod. of permit to change trans., TPO and ERP: 56 kw (H&V); ant. height 350 ft. (H&V); remote control permitted. Action July 26.
- WIOG Saginaw, Mich.—Granted CP to install new trans. and ant.; change TPO and ERP: 1.95 kw (H&V); ant. height 360 ft. (H&V); remote control permitted (BPH-10989).
- WRNW Briarcliff Manor, N.Y.—Granted CP to install new aux. trans. at main TL to be operated on 107.1 mhz; ERP: 3 kw (main, H); 1.55 kw (main, V); 1.4 kw (aux., H&V); ant. height. 330 ft. (main, H&V); 300 ft. (aux., H); remote control permitted. Action July 24.
- \*WSHA Raleigh, N.C.—Granted CP to change TPO and ERP: 10 kw (H&V); remote control permitted. Action July 24.
- WQLX Galion, Ohio—Granted CP to change TL and SL; delete remote control; install new ant. ERP: 3 kw (H&V); ant. height 300 ft. (H&V). Action July 24.
- KKIC Ashland, Ore.—Granted mod. of CP to change trans. and ant. ERP: 3 kw (H&V); ant. height -310 ft. (H&V); remote control permitted. Action July 19.
- \*KBVR Corvallis, Ore.—Granted CP to change TL; redescribe studio and remote control location; make change in ant. system (decrease height). Action July 20.
- KJIL Bethany, Okla.—Granted mod. of permit to change ant. and TPO; remote control permitted. Action July 24.
- KAEX Oklahoma City—Granted CP to install new trans. and ant.; change TPO; ERP: 100 kw (H&V); ant. height 185 ft. (H&V). Action July 24.
- WIOQ Philadelphia—Granted CP to change TPO and ERP to 30 kw (H&V) for auxiliary purposes only; remote control permitted. Action July 20.
- WKBJ-FM Milan, Tenn.—Granted CP to install new trans.; change TPO and ERP: 100 kw (H); ant. height 160 ft. (H). Action July 26.
- KISN Salt Lake City—Granted mod. of permit to change TPO and ERP: 30 kw (H&V); remote control permitted. Action July 24.
- WIOQ-FM Covington, Va.—Granted CP to correct coordinates; install new ant. make changes in ant. system (decrease height); change TPO; ERP: 3 kw (H&V); ant. height -210 ft. (H&V); remote control permitted. Action July 24.
- WLRG Roanoke, Va.—Granted CP to install new DA; make changes in ant. system (increase height); change TPO; ERP: 93 kw (H&V); ant. height 2,050 ft. (H&V); remote control permitted. Action July 26.
- WOSH Oshkosh, Wis.—Granted CP to change TPO; ERP: 2.65 kw (H&V); ant. height 320 ft. (H&V). Action July 24.

## Rulemaking

### Petitions

- Gouverneur and Ogdensburg, N.Y.—Wireless Works Inc. seeks amendment FM table of assignments to assign ch. 237 A to Gouverneur and ch. 244 to Ogdensburg (RM-3158).
- Greenup, Ky.—Greenup Broadcasting Inc. seeks amendment FM table of assignments to assign ch. 240A to Athens, Ohio and ch. 288A to Greenup (RM-3159).
- Granbury, Tex.—Heritage Broadcasting Co. seeks amendment FM table of assignments to assign ch. 294 to Granbury (RM-3160).
- Ponce, P.R.—Radio Stereo Ivanhoe seeks amend-

# Summary of Broadcasting

## FCC tabulations as of June 30, 1978

	Licensed	On air STA'	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,495	4	26	4,526	43	4,568
Commercial FM	2,976	1	69	3,047	120	3,166
Educational FM	920	0	36	959	74	1,030
Total Radio	8,391	5	131	8,532	237	8,764
Commercial TV	723	1	2	726	56	782
VHF	513	1	2	516	7	523
UHF	210	0	0	210	49	259
Educational TV	244	3	13	260	7	267
VHF	93	1	8	102	4	106
UHF	151	2	5	158	3	161
Total TV	967	4	15	986	63	1,049
FM Translators	216	0	0	216	79	295
TV Translators	3,521	0	0	3,521	429	3,950
UHF	1,113	0	0	1,113	243	1,356
VHF	2,408	0	0	2,408	186	2,594

\*Special temporary authorization

\*\*Includes off-air licenses

ment FM table of assignments to assign ch. 266B to Ponce and substitute ch. 226B at Charlotte Amalie, V.I. (RM-3161).

■ Clinton, La.—Felician Broadcasting Corp. seeks amendment FM table of assignments to assign ch. 244A to Clinton (RM-3162).

■ Hope, Ark.—Pogo Enterprises seeks amendment FM table of assignments to assign ch. 221A to Stamps/Lewisville, Ark. (RM-3163).

■ Perish, La.—Joseph P. Robillard seeks amendment FM table of assignments to assign ch. 261A to Stamps, Ark. (RM-3164).

■ Bountiful, Utah—General Broadcasting Inc. seeks amendment FM table of assignments to assign ch. 274 to Bountiful (RM-3165).

■ Clinton, Ark.—Weber-King Radio seeks amendment FM table of assignments to assign ch. 296A to Clinton (RM-3166).

■ Orange, Tex.—Harold and Linda Richardson seek amendment FM table of assignments to assign ch. 221A to Bridge City, Tex. (RM-3167).

■ Riverton, Wyo.—Riverton Broadcasting Co. seeks amendment FM table of assignments to assign ch. 230 to Riverton. (RM-3168).

■ North Platte, Neb.—Tri-State Broadcasting seeks amendment FM table of assignments to assign ch. 278 to North Platte (RM-3169).

■ Edmond, Okla.—Satellite Outreach Ministries Inc. seeks amendment TV table of assignments to assign ch. 52 (UHF) to Edmond (RM-3170).

■ Riverside, Calif.—Bethel Broadcasting Inc. seeks amendment TV table of assignments to assign ch. \*62 to Riverside (RM-3171).

■ Dayton, Ohio—Ohio Educational Television Network Commission seeks amendment TV table of assignments to reserve ch. 16 as noncommercial educational at Dayton (RM-3172).

■ Bozeman, Mont.—Robert Cooper seeks assignment of ch. \*7 for commercial use at Bozeman (RM-3173).

Received July 24.

■ Valley City, N.D.—Central Minnesota Broadcasting Co. filed petition to deny transfer of control of KXJB-TV there. Received July 25.

■ Washington, D.C.—Alliance to Preserve Radio at Georgetown [University] filed petition to deny assignment of license of \*WGTV-FM there. Received July 26.

■ Bismark, N.D.—Bismark-Mandan Communications filed petition to deny CP for facilities changes for KBMR (AM) there. Received July 26.

■ Salem, N.H.—KFAB Broadcasting Co., Omaha, filed petition to deny power increase for WVNH (AM) there. Received July 27.

■ Prichard, Ala.—WABB-AM-FM Mobile, filed petition to deny new AM at Prichard. Received July 28.

■ West Hazelton, Pa.—Hazelton Broadcasting Co. filed petition to deny new AM there. Received July 28.

■ Bangor, Maine—Maine Broadcasting Co. filed petition to deny CP for facilities changes for WGUY (AM) there. Received July 28.

■ Salem, N.H.—Frank's Broadcasting Co. filed petition to deny CP for facilities changes for WVNH (AM), there. Received July 28.

■ Durham, N.C.—Project Access filed petition to deny assignment of license of WDBS (FM) there. Received July 28.

■ Sioux Falls, S.D.—WXYZ (AM) Detroit, filed petition to deny increase of power for KNWC (AM) there. Received July 28.

■ Salt Lake City—Group Communications filed petition to deny or designate for hearing CP for facilities changes for KSOP-AM-FM. Received July 28.

■ Salt Lake City—Group Communications filed petition to deny CP for facilities changes for KSXX (AM) there. Received July 28.

■ Salt Lake City—Doubleday (KHOW (AM) Denver) filed petition to deny CP for facilities changes for KSXX (AM) there. Received July 28.

■ Wisconsin Dells, Wis.—WLS (AM) Chicago, filed petition to deny CP for facilities changes for WNNO-AM-FM Wisconsin Dells. Received July 28.

■ Pekin, Ill.—Kankakee TV Cable filed petition to deny CP for facilities changes for WSIV-FM there. Received Aug. 1.

### Designated for hearing

■ Birmingham, Ala. **FM proceeding:** (BC Docs. 78-61-62)—FCC designated for hearing applications for new FM on 91.9 mhz by Southeastern Bible Col-

lege Inc., and Glen Iris Baptist School. Action July 18. Ann. July 31.

■ Selma, Ala. Central Alabama Broadcasters Inc. and WCOV Inc. [WCOV-TV] **TV proceeding:** (BC Doc. 78-238)—FCC designated for hearing application by Cental to change TL, increase power and ant. height of WSLA-TV (ch. 8). Application is opposed by WCOV. Action July 27.

■ Kalkaska, Mich. (Kaltrim Broadcasting Co. and Peninsula Broadcasting Inc.) **FM proceeding:** (BC Doc. 78-37-38)—Acting Chief ALJ Lenore G. Ehrig designated herself to serve as presiding judge; scheduled prehearing conference for Sept. 13 and hearing for Oct. 26. Action July 27.

■ Houghton Lake, Mich. (Sparks Broadcasting Co. WHGR (AM)-WJGS (FM)) **AM and FM proceeding:** (Docs. 21497-8)—ALJ John H. Conlin suspended previously scheduled procedural dates; continued without date hearing scheduled for Aug. 8. Action July 27.

### FCC actions

■ WHBB (AM) Selma, Ala.—ALJ Joseph Stirmer granted Talton Broadcasting Co. short-term renewal of license until Oct. 1, 1979 because of violations of FCC logging rules. Action Aug. 4.

■ KCBS-AM-FM San Francisco—FCC granted CBS Inc. renewal of licenses petitions by Marcus Garvey Wilcher, individually and on behalf of Community Coalition for Media Change to deny renewals. Action July 27.

## Fines

■ KWAC (AM) Bakersfield, Calif.—Notified of apparent liability for \$2,000 for repeated violation of fraudulent billing rules. Action July 25.

■ WGSO (AM)-WQUE (FM) New Haven, Conn. Notified of apparent liability for \$500 for having operator on duty in charge of transmitter who did not hold required license. Action July 12.

■ WAIK (AM) Galesburg, Ill.—Notified of apparent liability for \$800 for failure to make equipment performance measurements at least once each calendar year. Action July 17.

■ WKAT-AM-FM Macomb, Ill.—Notified of apparent liability for \$800 for failure to make equipment performance measurements at least once each calendar year. Action July 14.

■ KTPK (FM) Topeka, Kan.—Notified of apparent liability for \$300 for repeated failure to make equipment performance measurements during calendar year 1977. Action July 26.

■ WKYO (AM)-WILD (FM) Caro, Mich.—Ordered to forfeit \$1,000 for violation of rules in that lottery information was repeatedly broadcast. Action July 14.

■ KYSM-AM-FM North Mankato, Minn.—Notified of apparent liability for \$750 for repeatedly operating station with antenna input power greater than 105 percent of the authorized power. Action July 14.

■ KNIS (FM) Carson City, Nev.—Notified of apparent liability for \$100 for failure to file renewal application on time. Action July 25.

■ WRDI (AM)-WRDR (FM) Hammonton, N.J.—Notified of apparent liability for \$1,000 for repeated violation of rules requiring that an entry be made in program logs identifying the person paying for a commercial announcement. Action July 13.

■ WWFM-FM (now WESH-FM) Charleroi, Pa.—Denied application for mitigation or remission of forfeiture of \$500 for repeated failure to maintain carrier frequency within allowed tolerances on June 27, 28 and 30, 1977. Action July 17.

■ WQOK (AM) Greenville, S.C.—Notified of apparent liability for \$500 for repeated failure to calibrate each extension meter against its corresponding regular meter at least since December 1, 1977. Action July 24.

■ KVAC (AM) Forks, Wash.—Notified of apparent liability for \$250 for repeated violation of rule which requires that the harmonic suppression for 1000 watt station is calculated to be -73 dB. Action July 25.

■ WJLS (AM) Beckley, W. Va.—Relieved of liability for \$250 for repeated failure to install at remote control point equipment to monitor and control antenna phase monitor at transmitter site. Action July 12.

## In Contest

### Petitions to deny

■ Troy, Ohio—Baker Broadcasters (WGIC (AM) Xenia, Ohio) filed petition to deny application for new AM by Cloverleaf. Received July 17.

■ McAllen, Tex.—Mobile Video Tapes (KGRV-TV Weslaco, Tex.) filed petition to deny authority for Media Productions to transmit programs to foreign TV's at Matamoros, Mexico. Received July 21.

■ New Orleans—Media Watch filed petition to deny assignment of license of WYLD-AM-FM there.



# Books for Broadcasters

- T403. AM-FM BROADCAST STATION PLANNING GUIDE** by Harry A. Etkin. A comprehensive guide to planning, building, and operating a radio broadcast facility—AM, FM, or combined operation. Based on a lifetime of experience and intimate association in broadcasting. 8½ x 11", illustrated. **\$12.95**
- T404. THE ANATOMY OF LOCAL RADIO-TV COPY** by William A. Peck. Leading station executives have called this book the one that sets the standard for radio-TV copy at the local level. Loaded with hundreds of ways to increase station billing with sales-proven copy. 146 pages. **\$5.95**
- T405. BROADCAST STATION OPERATING GUIDE** by Sol Robinson. This comprehensive reference encompasses every level of broadcasting. The secret to success in broadcasting, as in any other business, is knowing what to do and how to do it. This book tells it like it is. 256 pages. **\$12.95**
- T406. THE BUSINESS OF RADIO BROADCASTING** by Edd Routt. How to operate a station as a profitable business and serve the public interest as well. This is the first text to deal with broadcast station operation from beginning to end. Clearly explains proven techniques to follow, and cautions to observe. 400 pages, illustrated. **\$12.95**
- T456. JOURNALIST NOTEBOOK OF LIVE RADIO-TV NEWS**, by Phillip Keirstead, network news producer, adjunct prof., Fordham Univ. Written to provide broadcast journalists with a solid understanding of journalism concepts and techniques. Covers the techniques of gathering, processing, writing, and broadcasting live news, using the latest electronic equipment. Contains special sections on laws relating to journalism, documentaries, and editorials. 252 p., 29 ill. **\$12.95**
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### Applications

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<b>New FM's</b>	
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*KAYR	Crawford County Communicators, Van Buren, Ark
*KSPB	Robert Louis Stevenson School, Pehbie Beach, Calif
WGBO	Creative Broadcasting, Galesburg, Ill
WOKH	Nelson County Broadcasting, Bardstown, Ky
WCKR	Patricus Enterprises, Hornell, N.Y.
<b>Existing AM</b>	
WRRD	WLOL, Minneapolis
<b>Existing FM's</b>	
KSSN	KXXA Little Rock, Ark
KAER	KFBK-FM Sacramento, Calif
WSDO	WGLO Ft. Lauderdale, Fla
KKOK-FM	KMRS-FM Morris, Minn
KDLN	KDBM-FM Dillon, Mont
KBSO	KBSO Espanola, N.M
KRIZ	KRSY-FM Rosewell, N.M
KIZZ	KMOT-FM Minot, N.D
KALO	KIEL Beaumont, Tex
KRDF-FM	KBMF-FM Spearman, Tex

### Grants

Call	Assigned to
KJHP	North Coast Communications, Healdsburg, Calif.
WVHG	La Belle Broadcasting, La Bell, Fla
*WMWA	Midwest Academy of New Church, Glenview, Ill
KSDZ	Heritage Broadcasting, Gordon, Neb
*KENW-FM	Eastern New Mexico University, Portales, N.M
WAQX	AGK Communications, Manlius, N.Y.
WKLX	Ralph D Epperson, Plymouth, N.C
<b>Existing TV</b>	
WDIV	WWJ-TV Detroit
<b>Existing AM's</b>	
KONK	KNBI Norton, Ill
WSOX	WOCB West Yarmouth, Mass
KCAN	El Reno, Okla
WWDE	WVEC Hampton, Va
<b>Existing FM's</b>	
KZLA	KPOL-FM Los Angeles,
WNGS	WWRN West Palm beach, Fla
WKIO	WTWC Urbana, Ill.
WEXA	WKEA Eupora, Miss.
KCMO	KTGC Columbia, Mo
KADI	KADI-FM St. Louis, Mo
WKFI-FM	WDHK Wilmington, Ohio
WZZO	WEZV Bethelhem, Pa
KPYN	KLUK Allantia, Tex.
WWDE-FM	WVHR Hampton, Va
WAXX	WAXX-FM Eau Claire, Wis

## Cable

### Applications

- The following operators of CATV systems have requested certificates of compliance:
- Alert Cable TV of N.C., for Cherry Point, N.C. (CAC-13306); commence operation.
- Sammons Communications, for Bristol and Wash-

ington, Va. and Bristol and Sullivan, Tenn. (CAC-13307-101); changes.

- Cablevision, for Fremont, Calif. (CAC-13311); commence operation.
- OZ Cable, for El Dorado, Kan. (CAC-13312); commence operation.
- Soo Cable TV, for South Sioux City, Neb. (CAC-13314); changes.
- Community Television of Utah, for Salt Lake, Ogden Canyon, Ogden, Provo, Washington Terrace and surrounding areas, all Utah (CAC-13315-24); changes.
- Warner Cable of Akron, for Akron, Barberton, Cuyahoga Falls, Fairlawn, Stow and Tallmadge, all Ohio (CAC-13325-30); changes.
- Brookhaven Cable TV, for Brookhaven, Bellport, Lake Grove and Patchogue, N.Y. (CAC-13331-4); changes.
- Las Cruces TV Cable, for Las Cruces and Mesilla, N.M. (CAC-13336-7); changes
- Ultracom of Lansdale, for Lansdale, Pa. (CAC-13339); commence operation.

### Certification actions

- The following operators of CATV systems have been granted certificates of compliance:

- UA-Columbia Cablevision, for Hawthorne, N.J. (CAC-12469); Full Vu Television, for Knox, Ind. (CAC-10920); Pioneer Valley Cablevision, for Palmer, Mass. (CAC-11088); Brownwood TV Cable, for Baird, Tex. (CAC-11302); OVC Telecommunications, for Berea, Ky. (CAC-08678); Liberty Video, for Liberty, N.Y. (CAC-09935); Tele-Media, for Toby, Canton township, Pike township, Brown township, Sandy township, Rose township, Osnaburg township, East Canton, Waynesburg, Mineral City, Malvern, East Sparta, Magnolia, Washingtonville, Columbiana, Leetonia, Salem, Irondale, and Jewett, all Ohio (CAC-10402-23); existing operation. Centre Video, of Clarion, Pa. (CAC-10890); St. Albans Cablevision, for St. Albans, Vt. (CAC-10913); Community Telecommunications, for Montrose, Colo. (CAC-11000); Irvine Community Television, for Irvine, Ky. (CAC-10955); Blue Ridge Cable Television, for Coaldale, Pa. (CAC-11060); Glendive Cable TV, for Glendive, Mont. (CAC-11101); Blue Ridge CATV, for Akron, Adamston, Manheim, West Earl, Warwick, Penn. Ephraim, Litzitz and East Cocalico, all Pa. (CAC-11130,1,4-40); Keystone Communicable, for Straban, and Cumberland, Pa. (CAC-11334,5); Bell Cablevision, for Pineville, Tinsley and Four Mile, Ky. (CAC-11358-60); Bishop Cable TV, for Bishop and Inyo, Calif. (CAC-11374,5); Ft. Mason TV, for Mason and Gainesville, Tex. (CAC-11386,7); Carter Cable TV, for Gainesville, Tex. (CAC-11397); C and D Cable, for Chama and Dulce, N.M. (CAC-11503,4); Pendleton Community TV, for Pilot Rock, Ore. (CAC-11618); Suburban Cable TV, for West Pottsgrove, Pa. (CAC-12344); Irvine Community Television, for Ravenna, Ky. (CAC-12499); Community TV, for Havre, Mont. (CAC-12352); American Television and Communications, for Mayfield, Ky. (CAC-12430); Newchannels, for Vanburen, N.Y. (CAC-12613); Canyon Cable TV, for Basalt, Colo. (CAC-10631-3); Pena Cable TV, for Socorro, N.M. (CAC-12640); Irvine Community TV, for Irvine, Ky. (CAC-12642); Community Telecommunications, for Manhattan, Mont. (CAC-12658); Cypress Valley Cablevision, for Marshall, Tex. (CAC-12703); Athena Communications, for DeSoto, Miss. and Memphis, Tenn. (CAC-12704-6); Clearview Cable TV, for Laurens, Ga. (CAC-12711); Braggs Furniture, TV and Appliance, for Malta and McConnellsville, Ohio (CAC-09290,1); Cadillac Cable TV, for Cadillac, Mich. (CAC-10922); Blue Ridge Cable Television, for Shohola, Lackwaxen, Rush, Stroud, Delta Water Gap, Ross, Hamilton, Smithfield, East Stroudsburg and Stroudsburg, all Pa. (CAC-11057-67); Norseman Communications, for New Bremen, Ada and Minister, Ohio (CAC-11271,2,4); Marshall Cable TV, for Marshall, Mo. (CAC-11290); Cablevision of Lincoln County, for Riuidoso Downs, N.M. (CAC-11307); Philipsburg Cable, for Phillipsburg, Kan. (CAC-11419); Dimmitt TV Cable, for Dimmitt, Tex. (CAC-11420); Stockton TV Cable, for Stockton, Kan. (CAC-11421); Teleprompter, for Glacier, Mont. (CAC-11424); Norseman Communications, for Fort Loramie, Ohio (CAC-11425); Lenora TV Cable, for Lenora and Logan, Kan. (CAC-11430,1); Norseman Communications for Bluffton, and Alger, Ohio

(CAC-11442,11526); Total CATV, for Baton Rouge, La. (CAC-12230,1); El Reno Cablevision, for El Reno, Okla. (CAC-12233); Uvalde TV Cable, for Uvalde, Tex. (CAC-12234); Community TV of Madison, for Madison, S.D. (CAC-12340); Telesonics of Ohio, for Struthers, Ohio (CAC-12381); Waterloo Cablevision, for Waterloo, Ind. (CAC-12645); St. Croix Cable, for St. Croix, Vt. (CAC-12682); Orange County Cablevision, for Walkkill, N.Y. (CAC-12707); Coaxial Development Associates, for Camden, S.C. (CAC-12708,9); Gloucester County Cable TV, for Deptford and Woodbury, N.J. (CAC-12740,2); Caribbean Communications, for St. Croix, Vt. (CAC-12760); Vision Cable TV, for Cliffside Park, N.J. (CAC-12767); OVC Telecommunications, for Munfordville, Ky. (CAC-08215); Gulfion, for Goliad, Tex. (CAC-08475); Lavaca Cable TV, for Lavaca, Ariz. (CAC-09180); Barling Cable TV, for Barling, Ariz. (CAC-09181); Wayne Cablevision, for Wayne, Neb. (CAC-09847); Frederick and Brown, for West Liberty, Ky. (CAC-09993); Rabun Cablevision, for Mountain City and Clayton Ga. (CAC-11024,5); Scott County Cablevision, for Weber City and Scott, Va. (CAC-11035,6); Tele-Media of Adail, for Cadiz, Ohio (CAC-11049); Rabun Cablevision, for Warwoman, Rabun and Five Points, Ga. (CAC-11076-8); Television Cable, for La Grange, Tex. (CAC-11264); Hill City TV Cable, for Hill City, Kan. (CAC-11415); Video Cable System, for Ellington, Mo. (CAC-11448,9); Telecable, for Selah, Wash. (CAC-11486); Mike's TV, for Morton, Wash. (CAC-11624); Haines TV Cable, for Glendale and Cameron, W.Va. (CAC-11675,701); Laurel Highland Television, for Saltlick and Donegal, Pa. (CAC-11735,6); Colony Cable TV, for Laurel, Ky. (CAC-11876); K and K TV, for Northfork, Algoma, Gilliam, Worth, Kyle, Powhattan, Elkhorn, Anawalt, Leckie, Pageton, Skygusty and McDowell, all West Virginia (CAC-12058-70); Murfreesboro TV Cable, for Murfreesboro, Ark. (CAC-12567); Colebrook Cable TV, for Colebrook, Columbia, West Stewartstown, N.H. and Lemington and Canaan, Vt. (CAC-12712-6); Telecable of Selah, for Yakima, Wash. (CAC-12790).

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# Growth industry



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ENG has made a difference, but that's not the whole story. Consultants have helped, but they're not all of it either. The discovery by management that news could be a profit center instead of a profit drain didn't hurt, but that was only another part of the reason why.

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## RADIO

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**General Manager/Sales Manager** Combination. New (big) Small Market AM. University town. Central Pennsylvania. Salary. Commission. Override. Hospitalization. Life Insurance. All replies confidential. Write Box H-124.

**Sales Manager** West Central Pennsylvania. Salary. Commission. Override. Hospitalization. Life Insurance. Pension. AM/FM Combination. All replies confidential. Write Box H-135.

**Hudson Valley's** No. 1 FM Rock Station WBPM is looking for an experienced account executive. First year income \$12-15K to right person. Send resume in confidence to W. C. Maxwell, WBPM, CPO 1880, Kingston, NY 12401. EOE.

**Fulltime AM station** Central Minnesota 6,000 population city needs manager. Sales and administrative ability necessary. Good income and working conditions. Resume Box K-27.

**Managers Needed** for expanding Small Market group. Send resume to Lee Buck, 214 Churchhill Place, Franklin, TN 37064.

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**WRWC—FM, located** in Rockford, Illinois seek experienced radio sales people. Prefer RAB background. We are interested in people with a long term commitment to broadcasting and financial success. We offer training and a wide spread future for those who qualify. For more information contact Paul G. Fink, Box 345, Rockton, IL 61072, 815—624-2603.

**Contra Costa, California:** One of the state's most dynamic markets—\$2 billion in retail sales. Unique career opportunity with fast-growing AM station. KWUN, PO. Box 4004, Concord, CA 94520.

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**Northeastern Illinois'** fastest growing FM station seeks experienced salespeople. Send resume to WEFA, 4 South Genesee, Waukegan, IL 60085. Equal Opportunity Employer.

**Attention Midwest**—Florida calling. All News AM with FM seeks experienced, proven Sales Manager and Salesmen or Women. If you can do it and can prove it... We'll pay. Call Mr. Paxson 813—734-9495.

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**Florida Sales Manager** Equity Possible. Key list awaits. Growth market. Expanding company. Call 305—783-8660 evenings.

**Idea Salesperson** Consultant. Sell specialist. Self Starter with a track record. Get rich at the Southeast's 50,000 Watt Contemporary Legend. Resume and track record to Ray Mack, WAPE Radio, PO. Box 486, Orange Park FL 32073. Minorities encouraged. An Equal Opportunity Employer.

**Sales manager** for beautiful Monterey, Ca! Highly-rated 24-hour MOR AM has career opportunity for successful, local sales person with impeccable track record. \$1,000 per month vs. 20% on collections from personal sales + sales management override. EOE/MF. Write to Charlie Powers, President, The Greentree Group, Box 68, Moraga, CA 94556.

**Strong AM/FM** In Top Twenty Market seeking aggressive, creative salesperson to handle a major list. Major group. Excellent opportunity for rapid advancement. An E.O.E. Employer. Send resume to Box K-38.

**Beautiful Central New York** station needs two experienced sales people. Advancement to management up to you. Salary, commission, fringes, profit sharing. Call Bob Kassi at 315—866-1420. An equal opportunity employer.

**Top-rated Modern Country** Medium Market needs aggressive salesperson interested in making big money. We sell ideas, do promotions galore. We are looking for long-term commitment. Johnny Knight, 915—682-4300, EOE.

### HELP WANTED ANNOUNCERS

**Midwest Modern Country**, looking for a communicator, good production, good board, to work with a great staff for a great company in a great atmosphere. We are open to all ideas. Box G-217.

**Work & Play** in the Hawaiian Sun. Need Adult Contemp air talent w/1st phone to handle maintenance of 24 hour station. Experience mandatory! Box H-94.

**Program Director** for metro contemporary FM station. Must be ready to take charge and move now. Tape and resume to David Gardner, Box 38, Carlisle, PA 17013. Equal Opportunity employer.

**Immediate Opening** for Country personality or Announcer/Sales combo. Harry Gooch, WVLY, Water Valley, MS. 601—473-1164.

**Afternoon drive** heavyweight for a stable, healthy station and market. Eastern location. Small market. Adult contemporary format, with emphasis on local news and sports. Solid financial advancement. Affirmative action/EOE. Box J-79.

**Would You Like** to make the Piedmont area of North Carolina your home? We now have an opening for an early night personality, Contemporary Radio, creative production, and First Ticket a must. Bob Dayton, WCOG Radio, Greensboro, NC 919—299-0346 or send tape and resume to PO. Box 8717, Greensboro, NC 27410.

**Looking for Entertainers** for expanding Gulf Coast AM/FM operation. Talented, with drive time ability. Adult contemporary format in upper medium market near Houston. Tapes and resumes only. Applications handled confidentially. J.J. Justin, OM, PO. Box 336, Port Arthur, TX 77640.

**AM/FM In Beautiful** small community looking for hard working afternoon drive person. Talent more important than years. Excellent production, writing ability, able to follow format, PBP helpful. Above average pay for right person. Tape, resume, references in first letter: Jim Jacobs, WKRM, Box 113, Columbia, TN 38401.

**Wanted—Staff Announcer**, Opportunity to complete college education at Mississippi State University. Joe Phillips, WSSO, Starkville, MS 39759, Phone 601—323-1230.

**Fulltimer needs first** Phone Jock who enjoys his audience. Also First Phone Combo. Send resume and tape. Mackk, Box "A", Bel Air, MD 21014 301—575-6555.

**Wanted: Young, aggressive** person for Mid-West C&W AM-FM. Will do air shift and sales. Send, tape, resume to: Jerry Clark, WIFF, R.2, Auburn, IN 46706, No phone calls.

**Professional sign-on** announcer for MOR Adult (25-55) Northern New England station. Three years minimum commercial broadcast announcer experience, three character-employer references and resume, including H.S./college rank in class, class size & GPA, EOE. Write Box J-61.

**Bright Personality Announcer** wanted for mid-day MOR format. Experienced only, with 3rd Class License and production abilities. Send air check to Mike Sands, Program Director, WJAR-AM, 176 Weybosset Street, Providence, RI 02903. We are an equal Opportunity Employer.

**East Coast station** near beach and great fishing seeks experienced announcer for dive time. Contemporary format. E.O.E. Box K-8.

**Florida Country AM and FM** Beautiful Music now taking resumes for future openings. Experience in Country, production and automation a must. An Equal Opportunity Employer. Box K-11.

**Maryland Small Market** Announcer—Sales. Sales Training provided. Excellent starting opportunity for aggressive person. Box K-30.

**Mid-Day at Southeastern** Medium Market. Modern Country. Good production a must. Top-notch operation with dollars for the right person. Send resume and references today! Box K-52.

**Director, WGUC Music Unit**. Primarily classical music and jazz. Heavy live and events schedule. Successful candidate would administer creative staff of eight and direct program scheduling and production. Demonstrated ability and music degree preferred. Send resume and information detailing qualifications to: Music Search Committee, WGUC, 110 Emery Hall, University of Cincinnati, Cincinnati, OH. 45221. Application deadline: September 15, 1978. EOE.

**Personality-Morning Drive** announcer. Adult Contemporary/Community involved approach. One of the Gulf South's finest radio stations. Send air-check and resume to: Bob Lima/Operations Director, WVMI Box 4606 Biloxi, MS 39533. EOE.

**Washington, D.C. Area** Contemporary station looking for personality oriented announcer for evening shift. Must have first phone and some experience. Good opportunity for advancement from small market. Call Randy Swingle 703—368-3108 before 3 PM. EOE.

**Immediate opening** for announcer with 3rd endorsed or 1st phone at contemporary MOR station near metro area. Phone 618—654-4161. WINU, Box 303 Highland, IL 62249.

**100KW Country Powerhouse** needs a dynamic witty and steady afternoon personality. If you can get people going with your talent, we need you. Send tape and resume to: Program Director, "WAXX", PO. Box 47, Eau Claire, WI 54701. An Equal Opportunity Employer.

**Growing Kentucky Chain** has several Announcer/Production openings. Different shifts, formats, duties. Good advancement potential. Also need pro sales person. Call Jim Casto, 606—432-8103.

**Morning Personality** needed immediately for top rated station. Must be personable, witty and talented. If you fit the bill, send tape and resume to WENY, Box 208, Elmira, NY 14902.

**Top rated modern country** station in Capital City has opening for a real pro, for a full time D.J. shift. If you are ready to move up, call PD. or G.M., 217—528-3033 E.O.E.

**WEZI, beautiful music** in Memphis is currently auditioning for a warm, personable, one on one announcer for six to midnight shift. Rush tape and resume to J.C. Mathieu, Operations Manager, WEZI Radio, 5900 Poplar Avenue, Memphis, TN 38138. No calls please. EOE.

## HELP WANTED ANNOUNCERS CONTINUED

**Florida beautiful music** has openings for experienced pro to serve as morningperson and do quality production. If you're funny, have great personality and ideas for our programming, save your stamp. We are No. 1 and growing in this 50,000+ market without your help. If you're a professional, willing to work when needed, grow with a growing organization, and don't mind living on the ocean, send tape, resume, and salary requirements to Chris Hubbard V.P., WGYL Radio, 1500 20th Street, Vero Beach, FL 32960. Equal opportunity employer.

**Major Market MOR** Music station needs announcer skilled in production and news. Applicant must have a minimum of two years commercial Radio experience and FCC Third Class License. Send a recent tape and resume to P.O. Box 7695, Atlanta, GA 30309. An Equal Opportunity Employer.

**Announcer/salesperson.** Have experience and enjoy both? Develop current accounts, good working conditions with other professionals in outstanding AM-FM operation. Excellent small community, salary, commissions, bonus, paid insurance. Tape, resume, WAWK, Box 37, Kendallville, IN 46755.

## HELP WANTED TECHNICAL

**Chief Engineer**—for long established 5000 watt et directional AM and 3000 FM. Excellent permanent position either for person with chief experience or qualified staff person wanting to move up to chief position. Contact general manager, WPAG, Ann Arbor, MI.

**KDES & KDES-FM,** Palm Springs, California has an immediate opening for an experienced chief engineer. Must have experience in directional AM, FM automation and studio maintenance. Send resume and salary requirements to Joe Tourtelot, KDEA, 821 North Palm Canyon, Palm Springs, CA 92262. An Equal Opportunity Employer.

**Chief Engineer** for university-licensed FM in Detroit 79KW NPR affiliate now activating SCA. Will move facilities and begin operation of satellite downlink 1979-80. Require experienced transmitter/audio person with ability to plan and supervise and FCC First. Send complete resume and salary requirements to General Manager, WDET-FM, 5035 Woodward Avenue, Detroit, MI 48202. An equal opportunity employer.

**Northern New Mexico AM/FM Stations** at foot of Sangre de Cristo Mountains—Toas, Espanola, Sante Fe area. Exceptional opportunity for young, creative, 1st phone interested in learning and growing in radio engineering. Production and air-shift open. also. Resume to Jim Hoffman: KDCE/Q102p Box 970, Santa Fe 87501. 505-753-2201.

**Group Owner Seeking** Chief Engineer for Florida Coast AM-FM. AM is Class IV nondirectional; FM is powerhouse. Applicant should have extensive hands-on experience with automation, FM stereo and maintenance. Equal Opportunity Employer. Send resume, salary history and requirements to Box K-55.

**Chief Engineer/Announcer** for central Virginia non-directional daytime Country Music station. Salary commensurate ability. Send resume, air tape, requirements to Box 8, Crozet, VA 22932.

**Experienced Chief Engineer** needed in Beautiful Stuart, Florida. Excellent AM facilities. New FM to go on the air in 1979. Knowledgeable, honest, and self-motivated person required. Good pay and working conditions. Equal Opportunity Employer. Send all particulars to Ron Beckey, General Manager, WSTU, Stuart, FL 33494.

**Saginaw, Michigan**—WSAM/WKQC needs Chief Engineer. Hunting, fishing, resorts an hour away. Send resume: KHM, WSAM/WKQC, Box 1776, Saginaw, MI 48605, E.O.E.

**Engineer needed at once** for AM/FM Radio Station. Promotion to Chief assured if qualified. Must be responsible with experience in automation helpful. Great opportunity with exciting growing company. Contact Dave Hicks, General Manager, WKNR/WKFR, Michigan National Bank Building, Battle Creek, MI 49017.

**Engineer-announcer.** Potential to be Chief. Must have First. State salary. Great Plains small market. EOE. Write Box J-71.

**Radio Broadcast Engineer** for board operation and studio maintenance. Prefer FCC 1st Phone with 2-5 years experience and some formal training. Starting salary \$4.86/hr. for 20 hours. Send resume before August 28, 1978 to University of Cincinnati Personnel, Location No. 87, Cincinnati, OH 45221. E.E.O.

## HELP WANTED NEWS

**Wanted, Newscaster.** WINE-AM/WRKI-FM, Danbury, CT. Heavy local news emphasis, starting salary \$150 to \$175. Tapes and resumes to WINE, P.O. Box 95, Danbury CT 06810. No calls!

**Newscaster Wanted** ... Growing Central California AM and FM network affiliate needs aggressive, community oriented newscaster. If you're looking for a nine-to-five job, don't bother. If you're willing to work hard at your trade, and can communicate with an audience, send resume to Box K-47. Salary open.

**Immediate opening** for News Reporter/Announcer for 5000 Watt AM station. Heavy emphasis on local news. Send tape, resume, writing sample to Barbara Moses, WWNH, Rochester Hill Road, Rochester, NH 03867. E.O.E.

**Michigan AM-FM Located** on Beautiful Lake Michigan. We need an aggressive news person, strong in writing, self starter, and a team player. Call Pat Moody-News Director, 616-983-3992 or send resume-tape, PO Box 107, St Joseph, MI 49085.

**Immediate Opening** for News Director in growing radio group. Start and head news department. Prefer experience. Send tape/resume. Decision will be made very near future. Also accepting applications for air personalities. Country/Adult Contemporary formats. Send tape/resume. WEPM-WESM, Box 767, Martinsburg, WV 25401.

**Two strong, personality** news people to fluently dialogue with jocks and do credible, professional news. Number one rated MOR station. Tapes, resumes to Ernie Ross, Information Services Director, KUGN, P. O. Box 590, Eugene, OR 97440.

**WGST Newsradio** is seeking a newscaster. Minimum 2 years experience as a Newscaster. Person should be aggressive and experienced in self starting radio news gathering techniques, proficient in news writing and use of production facilities. College journalism or communication degree helpful but not necessary. Writing, voice and delivery must be of quality suitable to WGST Newsradio standards. No telephone calls accepted. A 3rd class FCC broadcast endorsed license must be obtained if hired. Send tape and resume to: Mike Wheeler, WGST Newsradio, 550 Pharr Rd., N.E., Atlanta, GA 30305. An Equal Opportunity Employer.

**Morning news editor/anchor** position now open for statewide radio network. Minimum six years radio news experience needed. Salary is competitive. Tape/resume to Louisiana Network, Inc., Box 3691, Baton Rouge, LA 70821

**Sports in NYC.** Unique opportunity for sportscasters in the Metropolitan area. Sports Phone is looking for announcers p/t and fill with the potential to move up. Experience preferred/college considered. Must know your sports. Resumes and tapes only, no calls. Mike Farrell, Phone Programs, 919 Third Avenue, NYC 10022. EOE.

**Opening September 1:** Position for a news professional with a minimum 2 years experience, at least 1 year as a Small Market News Director. Ability in all phases of Radio Journalism required. Excellent salary in a company of record stability, Southeastern New York State. AM/FM. News Director, WGNV, PO Box 3591, Newburgh, NY 12550. M/F EOE.

**Anchor reporter.** Seek communicator who develops stories for a station that emphasizes news and information. Send tapes and resumes to: Wayne Weinberg, News Director, WMPW/WHRK, 112 Union Avenue, Memphis, TN 38103.

**We're Looking** for Morning Anchorperson/Journalist. Send resume/tape to: News Director, WTLB AM-FM, Utica, NY 13503.

**Wanted:** News Editor/Broadcaster. Small Market station with Major Market approach to news needs qualified Editor. Must be able to write and present news in an intelligent manner. Excellent salary/company benefits. Send resume and tape to Gary Wescott, Box 247 Stevens Point, WI 54481, M/F EOE.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Program Director** Wanted—expanding operation—need leadership type person. call Bob Zimmerman 814-238-5085 State College, PA.

**New England Medium Market AM/FM** needs competence. Position created for person who can handle all phases of operation: jock, production, promotion, office work. Must be able to handle FM rock and not be afraid of AM automation. EOE. Tape & Resume—no calls. Robb Westaby, WIXY/WAQY, 45 Fisher Avenue, E. Longmeadow, MA (Springfield Mkt) 01028.

**Program Director:** Good voice and organization ability a must. This could be your first management opportunity. You'll program station, organize air staff, direct production, plan promotions and help run N.E. AM-FM CBS affiliate. Format: Adult contemp. Air shift, 3rd endorsed. Send resume to Box K-18.

**Excellent, eager staff** awaits selection of Operations Director for Major Market 50,000 watt AM in the SunBelt. Must have good pipes, strong production, leadership. MOR/EL/Good Music and automation experience helpful. New studios; great city. EOE. Letter, resume to Box K-23.

**Program Director**—Michigan Medium Market. Strong knowledge of MOR and Country formats a must. Ability to recruit intelligent, hardworking personalities expected. Send resume. Box K-40.

**Afternoon Drive D.J.** Experienced, for Adult/Contemporary AM Station, in Sunbelt. Send resume to: Box K-53. Equal Opportunity Employer.

**KUGN, top radio** station, Eugene-Springfield, Oregon desires mature, responsible, talented Program Director. Must be experienced PD, leader, innovator, organized, dedicated, hard worker, willing to take responsibility. Permanent position for top person in growing medium market. Call or write Ralph Petti, Vice President and General Manager. KUGN Radio, P.O. Box 590, Eugene, OR 97440, 503-485-5846.

**WGST Newsradio** has an opening for a news producer. Minimum 2 years experience in news. Must be highly organized individual. Person should be aggressive and experienced in self starting radio news gathering techniques, proficient in writing and use of production facilities. Journalism degree preferred but not essential. A 3rd class FCC broadcast endorsed license must be obtained if hired. Send resume to: Mike Wheeler, WGST Newsradio, 550 Pharr Rd., N.E., Atlanta, GA 30305. An Equal Opportunity Employer.

**Production Programming.** Southern California Medium Market—AM & FM soliciting resumes and tapes from experienced combo people. Must have good voice, write and air news, operate two automation systems, production ability. Third Endorsed License. Country and good music—Drake Chenault—ABC & NBC. Lavern Garton, KDIG-KBON, 992 Inland Center Drive, San Bernardino, CA 92408. Equal Opportunity Employer.

**Entry level position** at automated beautiful music station in Florida. Nights and/or weekends. Help to operate automation. Minimum announcing. No jock work. Send tape and resume to Chris Hubbard, V.P., WGYL Radio, 1500 20th Street, Vero Beach, FL 32960. Equal opportunity employer.

**Experienced, Creative Copy** Writer capable of some production and/or Voice-overs. Good salary commensurate with ability and experience. Copy samples and resume to Ken Correll, WOMI, PO Box 1330, Owensboro, KY 42301.

**Traffic and promotion** Manager for 50 KW University FM in Northeast Kentucky. Requires degree in mass communications and FCC 3rd Class Endorsed. Board shift. Writing ability necessary for continuity, promotion and logs. Salary competitive. Resume, tape and writing samples by August 28 to Larry Netherton, UPO 903, Morehead State University, Morehead, Kentucky 40351. MSU. An Equal Opportunity/Affirmative Action Employer.

## SITUATIONS WANTED MANAGEMENT

**General Manager/General Sales Manager**, Radio or TV, available. Currently employed, Major Market. Solid Track record. Heavy references. Reply Box H-117.

**General Manager:** General Manager of Pacific Northwest Coast "AM" Station wants to relocate. Veteran Manager with successful record. Currently running financially successful "AM" Station. Motivator, reader & organizer. Only General Manager considered. Box J-95.

**General Manager** Top 50 Mkt. only. Records and references at your request. Former idea bank member, R.A.B. background. Box K-22.

**Experienced General Manager**, Heavy sales and programming. seeks major market opportunity. Twenty year pro. Currently employed. Box K-46.

**Manager: 20 Years** experience all phases heavy on sales. Sober. Reliable. Prefer New York, Penna, Ohio. Phone: 813-484-1246.

## SITUATIONS WANTED SALES

**Attention Wisconsin** Small or Medium towns. Currently employed GM with 10 years experience seeking GM or SM position. Strong sales background. Honest, dependable family man. Write Box J-64.

**Experienced radio pro**, 1st phone announcer, with some sales wants active account list Ohio, Ind. Box K-13.

**Experienced professional** top biller seeks permanent relocation in a low relative humidity area. RAB and motivational trained. Programming, music, announcing expertise. Box J-2.

## SITUATIONS WANTED ANNOUNCERS

**Major Market Talk-Show** Personality now available. No. 1 women 18+ seeks new challenge. West Coast preferred but will talk. Box J-60.

**Former Black Musician** with Top R&B groups age 27. Has audition tape & specialized D.J.-Newscaster training for your evaluation. Third Endorsed, natural at production. Phone Ken-215-ch2-4657 or 215-922-2399.

**DJ Newscaster**, dependable, creative and aggressive. Tight board—third endorsed. Also salesman. send to: John Catena, 3015 Radcliff Avenue, Bronx, NY 10469 or call 212-881-8097—between 6-8 P.M.

**Three years of success** as top-rated DJ, production man; some programming duties. 3rd endorsed. Family man, 27 seeks to grow as announcer, production man with professional Top-40 or Contemporary small or medium market station. Prefer South or Central Florida; have seeing-eye dog and can travel. Proven, tried, and tested. Past performances and references speak for themselves. John Holliday (Gary Stevens), 19822 N.E. 11th Court, Miami, FL 33179. 305-653-0732.

**Announcer, experienced all phases** broadcasting. 20 years experience with top stations. Top references from the biggest names in the industry. Prefer Chicago and Northeastern Illinois area. MOR or good music stations only. Hard working, creative and—if required—heavy on personality. Box K-12.

**Jock/Newsman**—Major experience. Wants Gig. Willing to talk. Resume tells. Write Box K-25.

**Black female**, matured. Some experience in D.J. news and copywriting. Box K-32.

**Fifteen year pro** seeks bigger challenge. Reliable, responsible. Have been doing Morning Drive in 1/2 million market past 9 years. Can also do sports PBP and handle music. Box K-44.

**1st Phone DJ** with strong Major Market sound. Contact by calling Chase Landers 213-234-2939.

**Male, 23, 3rd endorsed**, seeking first job. Well trained, BA, 4 years in good college station. Can write well, also interested in sales. Will relocate. Resume, tape upon request. Call 413-663-7124 or write: Larry Dupre, 43 Arnold Pl., N. Adams, MA 01247.

**Newsweek proclaimed it, Jazz is Back!** If your station is interested in someone who is knowledgeable, knows how to present Jazz in an entertaining manner, and has 5 successful years on-air experience, call me mornings at 716-266-5946.

**Calling New England:** Experienced Broadcaster would like full time position with responsibilities. Commercial Manager/Announcer. MOR/C&W station. Jim Duffy, 324 E. 93rd St., New York 10028. 212-876-6508.

**200 Percent Effort**, commitment, and dedication can be yours! Four years experience, including Top 40, adult contemporary, modern country, easy listening. Tight board, good production, knowledgeable in copy, news, sports. A workaholic who loves those hard to fill hours. Paul Hill, 914-352-1946.

**Cheerful, experienced Announcer**, P-B-P, creative production, tight board, hard work. Ready to move up as Announcer/Sports Director. Prefer East. If you'd like the smilin' voice of Walter Fowler: 803-383-5303; P.O. Box 1374, Hartsville, SC 29550.

**In love with beautiful music** Resonant, mellow style, knows automation. Heavy news background, creative in production. B.A. in broadcasting. Large market experience. Ready to relocate. 1-314-724-1054.

**For time and temp.**, give one of these others a break. For something more, let me give you a break. Four years experience—First Phone. Carl Dysland, PO Box 954, Montrose, CA 91020, 213-248-6762.

## SITUATIONS WANTED TECHNICAL

**Rookie Engineer** seeking first job. First Phone. 1 year, trade school. Some experience in RF, AF, Digital. Western States. Contact Mike Haskins, P.O. Box 192 La Mirada, CA 90637.

**Engineer. Past two years** salesman. Want back in engineering. Fifteen years directionals, maintenance, automation, stereo. Box K-28.

**First Phone.** Some broadcast experience. Sound systems, light repair also. Relief announcer, newswriter. Relocate immediately. Kenneth Bak, R.D. 1 Newtown, PA 18940, 215-968-5605.

**\$260 Week.** Will buy good experienced Chief. Permanent Position only. Maine, New Hampshire, Vermont, 207-642-4642.

**If you are a R&B or Top 40** format station within 200 mi. of Memphis looking for a competent CE, call 1-901-784-9620.

## SITUATIONS WANTED NEWS

**Currently employed:** Sports, PBP, News, Jock. Responsible, hard-working, college graduate. 3rd endorsed; references. Box J-52.

**Experienced Account Executive** and Sportscaster seeks position in similar capacity. Also good background in production, announcing, continuity and news. 608-362-5102.

**Southern California Stations**—Young, ambitious student seeks career in News/Sports Broadcasting. Highschool graduate—Third Class License—Four years studio instructional training. Willing to start at any position, and follow instructions. Audition tape available. Box K-35.

**Sports Director** and "Voice" of Major College's football and basketball/hockey teams. Six years college and high school experience. Currently Sports Director/PBP ECAC Division II/Salesman in NE small market. Contact Peter Cooney 802-388-6077.

**Middle/Market Newsman** with strong sports background wants to work in Ohio, 216-724-3876 Dave Geraci, 1563 Sunset Ave., Akron, O. 44301.

**Searching for solid sportscasting/P-B-P?** I'm your man! Experienced, DJ, News, 3rd. Available Now! Looking to make the right move. 502-351-8245.

**Newscaster/Reporter**, West or Central. Experienced in news, production, copywriting. Intern, KBON, WMMM. News Director KUOR. BA Communications, 3rd phone. Douglas Clark, 5 Hyde Ridge, Weston, CT 06883. 203-227-1441.

**Investigative, Hard News**, features? Journalism BA with 3rd Phone. 2 years experience. Will relocate. Dave 203-531-6267.

## TELEVISION

### HELP WANTED MANAGEMENT

**General Manager Wanted** for new startup. UHF Television Station—Channel 15. Must have past management experience in UHF or VHF Television operation. Send resume to Box J-97.

**Controller** to establish and monitor detailed cost-control systems and simultaneously provide innovative input at top management level of widespread tv and radio group. Demanding but rewarding job with considerable travel involved. Reply Box K-43.

**Small market N.Y.S. U.H.F.** TV Station needs a Station Manager. Ideal opportunity for an aggressive starter to move up. An Equal Opportunity Employer. Send resume to: Box K-50.

**General Sales Manager** for Southeast television network affiliate. Excellent opportunity for experienced person strong on creative leadership, inventory control, and pricing. Forward details of experience and salary requirements to Box K-51.

**Director of Information Services:** Applicant should have 7-10 years publicity, news promotion, advertising, magazine, supervisory/management experience and strong writing-editing skills. Develop and implement plans, budgets, and programs designed to promote and inform public about KTCa activities. Implement regular schedule news releases, feature articles, local and national publicity and advertising. Direct and edit monthly subscriber magazine, writing and placement of radio and TV ads, coordinate PBS advertising. Direct responses to viewer mail and inquiries. Develop and direct community relations program. Salary depends upon experience. Excel. fringe benefits. Send resume to: Bill Kobin, President and General Manager. Twin Cities Public Television, 1640 Como Avenue, St. Paul, MN 55108.

### HELP WANTED SALES

**Rapidly Growing**, independent Christian/Family oriented UHF TV station in Miami market needs aggressive self-starter with TV sales background. Great opportunity for advancement and fantastic potential. EOE. Send full resume to Box J-32.

**Television Sales Manager.** KCRA-TV seeks top flight, aggressive sales manager for our regional sales office in San Francisco. Candidates must have minimum 5-years TV sales experience and an outstanding track record. Resumes to: Pat Kenney, KCRA-TV, 310 Tenth St., Sacramento, CA 95814.

### HELP WANTED TECHNICAL

**Videotape Maintenance Engineer** for quad VTR's and other related equipment for post production and duplication house. Prefer FCC 1st and at least one year's experience. Call collect 313-971-3600, or send resume to Robert Stapleton, NET Television, 2715 Packard, Ann Arbor, MI 48104.

**Television Maintenance Specialists.** Are you a specialist in the maintenance of quad video tape recorders? or studio and portable camera systems? or computerized editing systems? A large South-eastern TV production center has positions available for highly qualified and experienced technicians specializing in any of these areas. Paid insurance, 3 weeks paid vacation, 12 holidays per year. An Equal Opportunity Employer. Send complete resume to Box H-157.

**Chief Engineer** for University telecommunications center. Will have technical responsibility for modern broadcast TV, FM and CCTV facility. Minimum qualifications include: BS in related field, demonstrated state of the art technical knowledge, leadership ability and FCC first. Equal Opportunity Employer. Send resume, references and salary requirements to: Box J-51.

**Video tape post-production** and production engineer. Needed to maintain new state of the art facility. Digital background preferred. Send resume to: Mr. Joe Flores, Chief Engineer, Cinetronics Ltd. 3131 North Halsted Street, Chicago, IL 60657.

## HELP WANTED TECHNICAL CONTINUED

**Maintenance Engineer**—Minimum 3 years maintenance experience, strong background in studio maintenance. FCC 1st Class License. Electronics school graduate or equivalent technical education including digital technology. Send resume to Personnel Director, KNTV, 645 Park Avenue, San Jose, CA 95110 AEOE (M/F).

**Network-affiliated TV station** in beautiful East Tennessee seeks experienced studio engineer. Must be well qualified in maintenance and repair of quad and helical video tape, studio cameras, and microwave. Good pay for the right person to move to this scenic area of lakes and mountains. Company paid medical insurance and retirement. An equal opportunity employer! Contact Broadcasting Box K-17.

**Master Control and Video Tape Technicians** needed immediately. First Phone and minimum one year experience required. call or write Engineering Manager, WPRI-TV, 25 Catamore Blvd, East, Providence, RI 02914. Telephone 401-438-7200. An Equal Opportunity Employer.

**Working Chief** for Southern California ITF Television System and Public radio Station with satellite earth terminal. 2st Ticket. Strong in maintenance as well as planning, coordinating, supervising. Excellent working conditions and benefits. Salary to low/mid 20's. Classified personnel. Long Beach Unified School District, 701 Locust Ave., Long Beach, CA 90813.

**Immediate opening** for 1st class engineer. Must be experienced in set-up, operation and maintenance of color cameras, ENG and other equipment in both Radio and TV labs at a major university. Will assist in maintenance of Two Radio stations on campus. Solid experience required. Salary \$12,000-\$13,800, with university benefits. Must relate well with students and faculty. Apply by Sept. 1 to Ed Paulin, Chairman RTV, Oklahoma State University, Stillwater, OK 74074. Equal opportunity employer.

**Electronics Technician.** Two years recent, full-time, experience in maintenance of solid state cable-closed circuit TV and/or broadcast transmission systems. FCC 1st class radiotelephone license. Salary \$1,070 to \$1,305 per month. Submit resume by August 23, 1978, Classified Personnel Dept., Clark County School District, 2832 East Flamingo Road, Las Vegas, NV 89121. Affirmative Action/Equal Opportunity Employer.

**Chief Engineer**—Promotion within broadcast group has created opening for a qualified Chief Engineer. Must be experienced in administration, maintenance and operations. An Equal Opportunity Employer. Send resume to: Ray J. Chumley, WSTV-TV, 320 Market St., Steubenville, OH 43952.

## HELP WANTED NEWS

**CoAnchor.** Need an experienced TV anchor/reporter. Medium market with strong news commitment. Some street reporting and producing. EOE. Box J-76.

**TV-Reporter**—2 years minimum experience required. Top 50 markets, Midwest location. An Equal Opportunity Employer M/F/H. Send resume to: Box J-78.

**News Photographer**—Number one medium market network affiliate seeks experienced news photographer. Two years experience required, with ENG and portable microwave exposure. Excellent Benefits. An Equal Opportunity Employer. Send resume to Box J-82.

**Weather talent.** Need someone with TV experience and personable delivery to take over a fully equipped weather office. Upper Midwest medium market with strong news commitment. EOE. Box J-93.

**Photojournalism**—KIRO TV News (Seattle) Mini-Cam familiarity, 16mm film production. IATSE scale. Call Personnel for station application, 206-624-7077. EOE.

**Weather conscious sunbelt** dominant VHF wants to upgrade service. Needs weather pro/personality who can do crack reporting in that and related fields. If you can't make those dull statistics mean something, don't apply. Box K-15.

**Immediate opening** for polished anchorperson and capable news writer. Salary negotiable. Southern U.S. Send resume to Box K-26.

**Experienced Television News Reporter** with ENG and film background for major market station. Require previous remote and in-studio experience. Education in journalism/communications or comparable area. Box K-33.

**News Director,** Medium Market, Southeast. Good job and good pay. Experience necessary. Send resume to Box K-34.

**One of the Better** Television weather departments in the country has an opening for an experienced Meteorologist. Please send a detailed resume to Box K-45. EOE. We will respond to each inquiry.

**Anchor needed**—Experience necessary. Must be bright and energetic. EOE. Fast growing sun belt area. Send video-cassette and resume to Art Angelo, VP, KPLC-TV, Box 1488, Lake Charles, LA 70601. No phone calls.

**Major market station** looking for creative producer who can turn a dull news day into an exciting newscast. Contact George Noory, News Director, KMSP-TV, Minneapolis, MN. 612-925-3300. EOE.

**Northeastern Top 50** looking for strong anchor-news producer. Tell all in letter and resume, including financial requirements. Finding Mr. Right is a slow process but you'll hear from us. Box J-34.

**Co-anchor for 8:00 and 11:00.** Florida top 40's. Send tape and salary expectations with first letter to Post Office Box 1833, Orlando, FL 32802. Attention News Director.

**We're looking** for good people on their way up. We need reporter/photographers with ENG experience and the potential for anchor work. But you've got to be good. We offer a challenging position and beautiful coastal city. Send resume, tape and salary requirements to: News Director, WEAR TV, POB 12278, Pensacola, FL 32581. No phone calls please.

**Weather:** We are looking for a strong weather personality for our 6 & 11 p.m. newscast. Must have substantial weather background and on air experience. We need a pro with a proven track record. This is not a beginners position. Send tape and resume to Allen Jones, News Director, WTVB, P.O. Box 2009, Durham, NC 27702. E.O.E.

**Meteorologist** that is stimulated by challenge and willing to work hard with uniqueness that does not destroy credibility to help build weather department in sunbelt station in major market where weather casting is an advanced, competitive art. Minimum three years experience. AMS seal. An Equal Opportunity Employer M/F. Send resume to Box H-65.

**TV Reporter**—Interested in covering national government for some of the country's top TV stations. Experienced TV reporters only. No beginners considered. Background in investigative and enterprise reporting helpful. Send resume, photo and cover letter listing most outstanding accomplishments to Box K-58.

**Freelance/film camera** position. We supply equipment. Six to eight weeks work, Washington, D.C., could lead to staff position. Call 202-638-6733. Experienced only.

**Cameraperson with 3 to 5 years** experience in local TV news. Fast-paced film (some ENG) position with Washington, DC, bureau. Send resume and cassette to Capital Broadcast News, Fred Beckerman, suite 811, 400 First Street NW, Washington, DC 20001.

## HELP WANTED PROGRAMING, PRODUCTION, OTHERS

**Producer/Director:** Top 25 Market: excellent opportunity for Producer/Director with minimum 3 yrs. experience in this capacity. Requires knowledge/experience in studio lighting, set construction, photographic composition. Must be able to efficiently operate video switcher, audio board, TV cameras, et. al. Needs proven ability to work creatively and effectively with clients/station personnel under pressure. Salary commensurate with ability/experience. An Equal Opportunity Employer. Resume reply Box K-42.

**Assistant Promotion Director**—Position available for creative individual with broadcast or advertising promotion experience. Working knowledge of television, radio and newspaper production necessary. Group owned medium market network affiliate offers excellent benefits and opportunities for advancement. An Equal Opportunity Employer. Send resume and salary requirements to Box J-94.

**Announcer and Announcer/Director** wanted: Top 50 VHF in Great Lakes region seeks announcer capable of interviews, weather and general assignments. Directing capabilities desirable but not essential. Experience required. Equal Opportunity Employer. Box K-1.

**Executive Producer**—Top 10 Independent Group owned needs take charge individual to be responsible for program development, content and production quality of all locally originated programs. Must have broad experience in programming, talent, public affairs with ability to lead, motivate and administrate. An Equal Opportunity Employer. M/F. Send resume to Box K-19.

**Chief of Development.** Responsible for planning, initiating and managing development efforts for RADIO-AM, FM, and TV. Supervise membership campaigns and services, underwriting solicitations, grant applications and non-broadcast special events. Requires 3 years of full time, paid, progressively responsible experience in fund raising, development efforts for community groups or institutions/projects or program development. Applicants will be evaluated on basis of experience and ability to relate effectively to public, business community, government and foundation officials. Equal opportunity employer. Salary \$25,000 plus benefits. Send resume by September 5, 1978 to Box K-20.

**Experienced producer/director** for university news bureau TV operation. Three years commercial experience, thorough ENG know-how, crack editing credentials and solid news background including sports absolutely essential. Bachelor's in journalism or R-TV. Responsible solo job with support. Will ask audition cassette. \$18,000-\$19,000. An equal opportunity employer. Box K-31.

**Program Coordinator Opening.** Major S.E. broadcast facility seeks supervisor for overall day to day operations including Program Operations, Production, Publicity and Creative Services Departments. Position reports to V.P. Programming. This position is responsible for the maintenance of high quality production, development of budgets and cost control. Collaborates with production management and supervises numerous levels of production personnel. Requirements include experience in Program/Production management, knowledge of studio equipment and remote operations helpful. Background in community needs assessment and program selection and acquisitions a plus. Salary to low \$20's. Send resume with salary history to Broadcasting Box K-57.

**TV Producer:** Immediate opening for a creative person with substantial experience in all phases of Television Production. Candidate must be strong in writing ability, and knowledge of film, tape, and Studio Production. Send resume, scripts, and/or tape to Bob Johnson, Production Manager, WTVB, P.O. Box 2009, Durham, NC 27702 E.O.E.

**Staff Artist/Photographer** for PTV Station: Graphic and Set Design, Photography. Requires: B.A. Degree in Graphic Design or Commercial Art. Minimum 1 year professional experience. Send resumes to Personnel Office, PO Box 21, Rochester, NY 14601. EOE.

**Scenic Designer** needed by the Mississippi Authority for ETV. Incumbent should be highly creative and artistic, and should possess skills in design and graphic layout. Applicant must have basic knowledge of television production and understand fully the requirements for color studio production. Supervisory and management experience essential. Graduation from accredited 4 year college with two to four years experience in the designated field, or a degree from an accredited art school with four to six years experience in television scenic design, required. Salary range \$10,644-\$14,988. Applications accepted through August 26, 1978. Women and minorities welcomed. An Equal Opportunity Employer. Contact: Personnel Manager, P.O. Drawer 1101, Jackson, MS 39205, 601-982-6227.



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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS, CONTINUED**

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**Creative Services Director.** Major S.E. Public Broadcast Station with heavy production schedule, is seeking Manager to be responsible for the administration and operations of its Art, Photo-Lab and Print Shop facilities. Position requires heavy experience in administration of Creative Services areas, TV background preferred, and thorough knowledge of principles, practices and techniques of producing visuals (both scenic and graphics) for television productions. Appropriate formal art education and business degree, with experience per above preferred. Salary to low \$20's. Send resume with salary history to Broadcasting Box K-56.

**Creative Services Director:** must have the ability to write and produce television commercials and communicate directly with clients as to concepts; must have the ability to see a project through completion. At least two years' directing experience required. Contact: Program Manager, WJAR-TV, Box 10, Providence, RI 02903. An Equal Opportunity Employer.

**Promotion Director** for Eastern Top 50 market network affiliate. Opportunity for Assistant PD to step up. Resume to Box G-239.

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**SITUATION WANTED  
MANAGEMENT**

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**General Manager/General Sales Manager,** Radio or TV, available. Currently employed, Major Market. Solid Track record, Heavy references, Reply Box H-117.

**Manager looking** for station that wants to be number one in all areas. Background includes experience in all areas except engineering maintenance. Budget control a specialty. Would like to make move prior to school starting. Resume on request by writing Box J-74.

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**SITUATIONS WANTED SALES**

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**Attention Sales Managers:** Remember when you were looking for that break into TV sales. I am looking for that break now. Box J-53.

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**SITUATIONS WANTED TECHNICAL**

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**First Phone Trainee.** Not looking for moon. 600 hours-electronics education. Opportunity primary, salary secondary. Box K-14.

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**SITUATIONS WANTED NEWS**

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**News Director.** Record of accomplishment in medium market. Background in large market reporting, documentaries, public affairs. Superb credentials. Box J-67.

**ENG Photographer/Editor.** 30's Market experienced. For cassette contact Box J-80.

**Experienced Female TV Reporter,** 28, will relocate, call Lesley 213-476-7853 or write Box J-86.

**News Anchor,** 32, male, 7 years experience on-air, heavy reporting-producing credentials, appealing style and appearance. Inquire Box J-91.

**Young Black Female Reporter,** ready to move to Medium or Major Market. TV Reporting/ENG & Film editing experience. Strong point: creating news stories. Looking for a station with a strong news commitment. I don't complain about long hours. Box K-4.

**Anchor in large market** will combine good reporting skills with prime anchor role in your top 40 market. Box K-5.

**I Am Driven** to produce and anchor in a better market where creativity is rewarded. Help me say goodbye to Barney-Googleville. No. 1 in present spot for two years. Box K-10.

**News Director,** credible Anchor, strong Field Reporter seeks larger challenge in larger market; ENG experienced. Knows news and people management. Box K-39.

**Female 3-1/2 years** as anchor, reporter, producer in commercial station. Looking for more professional atmosphere. Broadcasting Degree. Box K-48,

**TV News/Sports Director**—major league credits—currently media backup. Degree, references, credentials. Seeks Group Ownership. Box K-54.

**Attractive, Spanish surnamed** young woman seeking entry level position in broadcast journalism. BA. Published writer. Highly articulate, resourceful. Tireless worker. Quick to learn any aspect of broadcast journalism. Relocate anywhere. Virginia Perez, 109 Hungerford Street, Hartford, CT. 1-203-524-0794.

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**SITUATIONS WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Operations/Program Manager** seeks challenge in major market, or station manager in small/medium market. 15 years experience; all phases of TV operations, production, programming, sales, promotion. Radio-TV degree. Box K-9.

**Production Manager.** If you care about an outstanding production image, and appreciate a manager with creative and administrative credibility—let's communicate! Box K-24.

**Experienced Production/Promotion Manager,** 5 years in television, creative, positive, self starter, desires possession on West Coast. Box K-49.

**Engineer wants back** into Production. Experienced in both. B.A. First Phone. Formerly directed news. 208-233-0199.

**New Broc Graduate** from major university seeking entry level production position—intelligent and well mannered. Will relocate. Paul Ruffino, 841 N 19th Street, Milwaukee, WI 53233.

**Need Help With Your ENG?** I will produce, shoot, and edit. 3 yrs exp. Phone Bob Hickey 301-926-1729. 9421 Hickory View Pl. Gaithersburg, MD 20760.

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**ALLIED FIELDS**

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**HELP WANTED SALES**

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**We Need 5 Super, Aggressive, Radio Salespeople** who are fed up with "peanut" money, to train as regional managers for the U.S. and Canada. Extensive travel—Big Earnings—40K to 60K annually on commissions basis. Only "street fighters" need reply: Box H-114.

**Professional Salesperson.** Leading support arm of the Broadcast Industry looking for mature pro, willing to travel extensively, presenting the best products in the industry. Call Keith Lee, collect at 901-320-4340.

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**HELP WANTED TECHNICAL**

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**Sales Engineer** for TV Broadcast Equipment wanted for expanding broadcast manufacturers' representative organization. Sales experience calling on TV stations desired, but will consider broadcast engineer wishing to pursue a sales career. Must be aggressive and willing to travel throughout the New England states. Degree helpful. Excellent salary with a fantastic opportunity for the right person. Send resume to Box K-41.

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**HELP WANTED PROGRAMING,  
PRODUCTION, OTHERS**

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**Top ten independent** video tape production house recruiting a creative, talented director and AD. Film background helpful. Must prove you are worth good money. Stability and cooperation a must. Equal Opportunity Employer, Box K-6.

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**WANTED TO BUY EQUIPMENT**

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**Wanting 250,500,1,000** and 5,000 watt AM FM transmitters. Guarantee Radio Supply Corp., 1314 Irburde Street, Laredo, TX 78040. Manuel Flores 512-723-3331.

**Final Tank Tuning Cap.** .E.F Johnson 150 DD 45 150 MMF Per Section at 4500 V Spacing for Gates 250 C-1 Transmitter. Call Collect, WGLC AM/FM Mendota, IL. Michael Ross 815-539-6751.

**VR-1200B equipped with Amtec, Colortec, Velcomp, D.C. Modules, Auto Chroma.** Contact C.E. WOSU/TV, 614-422-9678, 2400 Oientangy River Rd. Columbus, OH 43210.

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**FOR SALE EQUIPMENT**

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**Never used 5K FM** Transmitter, and stereo exciter. Still in carton at factory. Both for \$14,000. Call 203-235-5747.

**5" Air Hellax Andrews HJ9-50.** Can be cut and terminated to requirement. Below Mfrs Price. Some 3" also available. BASIC WIRE & CABLE 860 W. Evergreen, Chicago, IL 312-266-2600.

**1 On Time Ecco** editing system 900 series \$4,500. 4 Conrac Monitors 2 CYA-21 & 2 CYB-17 \$500. Ea. 10 Conrac Monitors B&W, Castored Cable Reels, RCA Camera Pedestals, 6605 Eleanor Ave, Hollywood 213-463-2123.

**Spotmaster** reconditioned single and multi-deck Cart Machines and Consoles. All models available. Many bargains such as these: 8S100 Console—List \$2295, Used \$1000. 3200RPS Cart Machine—List \$1560, Used \$900. Call Elaine Hayes at Broadcast Electronics: 217-224-9600.

**CCA 10KW FM,** 4 years old, new tubes, better than new condition, \$13,250, extras. 618-997-8123.

**15 kw PM transmitter,** heavy duty 6 bay cp antenna, extras, all good condition. 801-753-5523.

**Two (2) Complete RCA 25 KW Transmitters** Model TT25-CLLA with side band filters, harmonic filters and switches. Presently on-air Channel 4. Available approximately October 1, 1978. Call Hugh Burney, 504-529-4444.

**Rebuilt Studioette** console with solidstate modules excellent condition also solidstate automation programmer, 213-531-3357.

**Several GYYR TL-350** Audio/Video Logger Recorders available. Call 202-686-5896 for details.

**Clearance** on TK 41's, TK 21's, WP 16's working condition, 213-531-3357.

**1 KW AM, McMartin,** 2 years old, like new, cheap, M. Cooper, 215-379-6585.

**25 KW FM, CCA,** stereo, New final, 6 years old, M. Cooper, 215-379-6585.

**20 KW FM, CCA,** stereo, excellent condition, 7 years old, M. Cooper 215-379-6585.

**16MM Jamieson Color Processor** Mark IV with Polyethylene Tanks. Good condition, as is where is. Offer contact Charlie Riley, 808-537-3991.

**28 Foot Custom Mobile** Teleproduction Van: 2 color, broadcast std. cameras, 10x1 lenses; mics, turntable, R/R and cart tape, 11-in mixers; wave and V-scopes; SEG/Chromé key; 1K-page char. generator; 3/4" decks, editor, TBC; all accessories included. Write Box J-1.

**IVC 960 1 Inch** Video Tape Recorder, w/Analog TBC, DOC, \$2500. Mike Lincoln 415-956-5101.

**RCA TR40 Video Switcher** with Grass Valley Fader ... 7 Program Inputs, 10 Aux Inputs, Special Effects ... \$3,000. 4 RCA TK43 Cameras, 10-1 Zoom Lens, Tripods, Dollies, Cables, CCU's ... \$3,000 each. 2 IVC 870 One Inch VTR's. Remote Control, \$5,000 for all. New Bolex H16, 16mm EBM Camera with Electric Zoom Lens & Accessories ... \$1500. Call 1-615-859-4439.

**New IGM Automation** costs less than you think! Find out from Dwight Herbert at IGM Midwest: 312-822-0919.

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**COMEDY**

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**"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.

**GUARANTEED FUNNIER!** Hundreds renewed! Freebie! Contemporary Comedy, 5804-B Twineing Dallas, TX 75227.

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**MISCELLANEOUS**

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**Have a client** who needs a hingle? Call us. Custom jingles in 48 hours. Honest! Philadelphia Music Works, Box 947, Brymawr, PA 19019. 215-525-9873.

**Atlantic (Casino) City** broadcast equipment rentals and remotes 609-227-8007.

**MISCELLANEOUS  
CONTINUED**

**WCVF, the Campus Voice** of SUNY Fredonia College, invites old staffers to attend a reunion and dedication of our new FM station on October 6 during Homecoming Weekend. Contact: Alumni Office, 212 Fenton Hall, SUNY at Fredonia, NY 14063.

**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.

**Learn Touch Typewriting** in One Hour. Cassette recordings ten year development in public school. \$15.95. Write: Lee Miller, 1260 N 11th Street, Reading, PA 19604.

**INSTRUCTION**

**1st class FCC**, 6 wks., \$450 or money back guarantee VA appvd. Nat'l Insl. Communications, 111488 Oxnard St., N. Hollywood CA 91606.

**OMEGA STATE INSTITUTE** training for FCC First Class licenses, color TV production, announcing and radio production. Effective placement assistance, too. 237 East Grand, Chicago. 312-321-9400.

**Free booklets** on job assistance, 1st Class FCC license and D.J.-Newscaster training. A.T.S. 152 W. 42nd St. N.Y.C. Phone 212-221-3700. Vets benefits.

**1978 "Tests-Answers"** for FCC First Class License. Plus—"Self-Study Ability Test." Proven! \$9.95. Moneyback guarantee. Command Productions. Box 26348-B. San Francisco 94126.

**Bill Elkins** and his famous six-weeks First Phone course and back! Prepare with the masters now and avoid proposed license and examination changes. Elkins Radio License School, 332 Braniff Tower, P.O. Box 45765, Dallas TX 75245, 214-352-3242.

**REI teaches electronics** for the FCC first class license. Over 90% of our students pass their exams. Classes begin September 11 and October 23. 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.

**Cassette recorded First phone** preparation at home plus one week personal instruction in Boston, Atlanta, Seattle, Detroit, Philadelphia. Our twentieth year teaching FCC license courses. Bob Johnson Radio License Training, 1201 Ninth, Manhattan Beach, CA 90266 213-379-4461.

**RADIO**

**Help Wanted Management**

**SALES MANAGER  
WPRO-AM**

Providence, Rhode Island

Minimum 5 years broadcast selling experience; knowledge of marketing, market research, co-op advertising desirable; prior formal sales training experience helpful; middle size market and contemporary radio experience helpful.

Send resumes to Dick Rakovan, 1502 Wampanoag Trail, East Providence, R.I. 02915.

A Capital Cities Station  
An Equal Opportunity Employer

**Help Wanted Management  
Continued**

**FULL CHARGE SLS. MGR.**

Experienced, aggressive motivator with G.M. potential for New England am/fm combo. RAB training desirable. EOE. Resume Box K-29.

**Help Wanted Promotion**

**TM**

TM Productions, Inc.

**Radio Promotion Career**

We're looking for a person who loves radio promotions. A person who has collected successful radio promotions. A person who has created and used sales and programming promotions that have gotten results.

The person we select will research, develop, write and produce sales and programming promotions designed to make money and increase ratings for our clients around the world.

If you're the person we're looking for, you'll be offered an opportunity to work with the professionals at TM Productions, America's most successful full-service broadcast support company.

Is this the exact opportunity you have been looking for? If so, write and tell us about yourself: What you can do; what you have done; and how you can help us serve our customers better. Send your resume and references to:

Mr. David F. Ashton,  
Advertising & Promotion Manager.  
The TM Companies  
1349 Regal Row  
Dallas, Texas 75247

**Radio Promotion  
and  
Advertising  
Manager**

Top market major communications company has jobs handling important responsibilities for multiple radio stations' promotion and advertising. Excellent company comprehensive benefit package, and salary based on experience and skills. Send detailed description of background, salary history and requirements to:

**Box K-3.**

*We are an equal opportunity employer, m/f.*

**Dean,  
Graduate School  
of Journalism**

Large eastern university seeks a dean of its graduate school of journalism. Ideal candidate would be a nationally recognized journalist, writer, scholar, with administrative experience or promise, in sum, a leader in the profession. Equal Opportunity/Affirmative Action Employer, M/F. Send vitae before Sept. 30 to: Box K-2.

**Help Wanted Announcers**

**NEW  
RADIO TALK  
FORMAT**

Major station in top-ten market is seeking the best talkmaster anchors in the business. Must have record of proven success. Send detailed particulars of experience and tape to:

POST OFFICE BOX 1011  
Magnolia Park Station  
Burbank, California 91507

## Help Wanted Announcers Continued

### MAJOR GROUP TALENT SEARCH

Susquehanna Broadcasting continues growth with strong communicators.

Some Immediate Openings

Music personalities, talk personalities and news people, send your tapes and resume to:

Bob Oakes  
Susquehanna Broadcasting Co.  
Radio Division  
140 East Market Street  
York, PA 17401

Equal Opportunity Employer

## Help Wanted Technical

### CHIEF ENGINEER

needed for top rated AM/FM operation. Position available immediately. Must have broadcast experience including supervisory skills, organizational ability and strong maintenance background. Excellent opportunity for right person. Contact Earl Tolley 804/466-1050. We are an Affirmative Action - Equal Opportunity Employer. M/F.

## Situations Wanted Announcers

### TOP RATED PERSONALITY

Twenty years experience in MOR. Highly creative and experienced in all phases of radio with top industry references. Not a prima donna! Seeking position in California with good, solid station. Box K-36.

### TALK MODERATOR Seeks New Challenge

Currently in Major Western Market. M.A. & B.S. Journalism. Extensive fields of knowledge. Recently guest on Tom Snyder's "Tomorrow Show"

Let's "Talk Radio Talk"  
David Gold (303) 449-7846

## Situations Wanted Management

### Broadcasting Professional

A qualified broadcasting professional, now on the air at a top rated station in a top 10 market, wishes to return to management. My experience includes nearly a decade of airwork, programming, production and operations management at many top facilities. The challenge that I would now like to confront is that of a general manager or operations/program manager in a medium to large market. Should my qualifications meet your needs, please reply to Box K-16.

## Situations Wanted Management Continued

### GENERAL MANAGER

Established top ten market radio General Sales Manager seeking greater opportunity and broader challenges. Successfully employed with nearly nine years experience in all phases of station operations. Desire top twenty-five markets. Box J-30.

### EXECUTIVE MANAGEMENT GROUP OR STATION

Creative profit and people professional. Rebuilt Midwest powerhouse to revenue, rating leadership. Extensive background all phases, AM or FM. Credibility, integrity. Caught in political crossfire while rebuilding disintegrated Top 5 market property. Major or Medium market. (313) 363-8978.

## TELEVISION

### Help Wanted Technical

## Growth

Four positions open in expanding Quad Video Tape and Systems company—two junior techs, one maintenance tech and one "Super" tech. Extensive experience with Ampex 1200 and 2000 required. Progressive company in Northern New Jersey willing to take you along the road to success. Write for appointment and more information.

A.F. Associates, Inc.  
100 Stonehurst Ct.  
Northvale, N.J. 07647

### BROADCAST ENGINEER

To do TV/AM/FM maintenance—qualified to hold position as assistant chief engineer. Only persons seeking long time permanent position need apply. Contact C.A. Perkins, P.O. Box 8887, Jackson, Miss. 39204 or call 601—372-6311, collect. Equal Opportunity Employer.

### TV-TECHNICIAN

Television Technician with two years experience, a technical school education and First Phone License Required. Send resume to Jack Hastings, Chief Engineer, WMAR-TV, 6400 York Road, Baltimore, Maryland 21212. E.O.E. M/F.

## Help Wanted Management

### TV Business Manager

Accounting or comparable degree. Minimum two years television experience. Must be a strong manager with a solid background in cost control, budgeting, credit and collection, salary and benefit administration. An equal opportunity employer (M/F). Resume and salary requirements in confidence to Box K-21.

### 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.

## TV MANAGEMENT OPPORTUNITY

A growth-oriented successful group operator is seeking a General Sales Manager/Assistant General Manager for a VHF Affiliate in a substantial market. Candidates should have a proven track record in television sales management along with a clear ability and desire to move into top management.

We seek someone with whom we can develop a long-term relationship. We believe that the company and its individuals must grow together, and we are committed to the training and development of our management team in order to achieve these goals.

We offer a competitive salary, including incentive income, along with a significant benefits package.

Our current employees know of this opening. We seek male and female candidates from all racial and ethnic backgrounds.

Box J-59 Broadcasting

## Help Wanted News

### STREET REPORTER

Opening in 40's market for aggressive reporter in quality-conscious news operation. Some experience with film and ENG editing necessary. Be willing to learn more. Send confidential reply to: Box K-37, E.O.E./M/F.

### METEOROLOGIST

WHAS-AM-FM-TV, Louisville. Challenging weather market. Keen competition. We have all the latest weather gadgets, plus the newest color radar, which gives us the edge.

Morning drive-time Radio 150,000 watt, clear channel Mon-Fri. Saturday 6 PM and 11 PM Television, plus TV fill-in for vacations. Start immediately

Must have degree or strong weather background. Some broadcast experience, and able to obtain the A.M.S. Seal.

Send tape (3/4"), resume, or call: George Hulcher, WHAS-TV, P.O. Box 1084, Louisville, Ky. 40201. (502-582-7362). (E.O.E.).

### SPORTS

Major VHF CBS affiliate in top 50 market. Weekend sports anchor and staff announcer. Great opportunity! Resume to Box J-85. An Equal Opportunity Employer.

## Help Wanted Programing, Production, Others

### TV DIRECTOR

For daily talk show. Must have at least 3 yrs. experience in TV directing including experience with integrating live film and tape packages. Send resume to Libby Stevens, WMAR-TV/FM, 6400 York Road, Baltimore, Maryland 21212. E.O.E. M/F.

### MALRITE IS LOOKING

#### TV PROGRAM DIRECTOR/OPERATIONS MANAGER

WCTI-TV, ABC for the Greenville-New Bern-Washington ADI has opening for Program Director/Operations Manager. The person we seek should be knowledgeable on FCC matters and combine strong management skills with creativity and programing knowledge to accelerate station growth. Future station management responsibilities available with growing chain. Send full resume including salary requirements to:

Bill Jenkins, General Manager WCTI-TV  
P.O. Box 2325  
New Bern, North Carolina 28560

MALRITE BROADCASTING is an equal opportunity employer.

## Situations Wanted News

### Anchorman-reporter

35. 16-years on the air as a broadcast journalist. CBS-NBC O&O's included. Strong background provides real authority and credibility. Excellent voice and video presentation. Outstanding producer-writer-researcher. Best references. Prefer Midwest. Available quickly Box K-7.

### Anchorman/Reporter:

Seeks position as full time reporter in a top 20 market. If you're looking for a reporter who will know what the story is and will know how to communicate it, then I'm looking for you. Please Contact Box J-69.

## ALLIED FIELDS

### Help Wanted Sales

### REGIONAL SALES MANAGER

Arbitron's Atlanta office has an immediate opening for Regional Sales Manager to call on advertisers and advertising agencies. We're looking for an outstanding individual with 3-5 years experience in broadcast field or advertiser/agency media sales. If you are a person who can get the job done, send your resume and salary history to Personnel Manager:

### THE ARBITRON COMPANY

4320 Ammendale Road  
Beltsville, Maryland 20705

An Affirmative Action Employer M/F

### ACCOUNT EXECUTIVE

Arbitron's new north office has an immediate opening for a salesperson to call on advertisers and advertising agencies. We're looking for an outstanding individual with 3-5 years experience, preferably with a broadcast sales or advertiser/agency media background. If you are a person who can get the job done, send your resume and salary history to Personnel Manager:

### THE ARBITRON CO.

1350 Avenue of the Americas  
New York, N.Y. 10019

An Affirmative Action Employer M/F

## Consultants



### LÉE HAGUE'S EXPERIENCE IN:

- acquisition financing
- structuring refinancings
- financial planning
- merger negotiations

Can be a major advantage to you.

Call (312) 296-2375  
for a confidential discussion  
of your financing requirements.

**RON CURTIS & COMPANY**  
1460 Renaissance Drive  
Park Ridge, Illinois 60068

## Radio Programing



### LUM and ABNER 5 - 15 MINUTE PROGRAMS WEEKLY Program Distributors

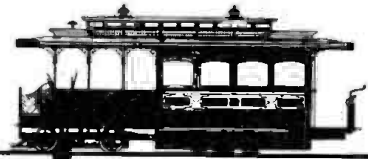
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Jonesboro, Arkansas 72401  
Phone: 501-972-5884

# CABLE FILMS<sup>®</sup>

## LEASE FILMS FOR LIFE OF TAPE

Select from 130 Broadcast Quality motion pictures on 3/4" cassettes. CABLE FILMS is a non-exclusive film distributor serving TV stations and catv. Phone station to station for details or write for catalog.

Herbert Miller, V.P.  
913-362-2804



COUNTRY CLUB STATION

BOX 7171

KANSAS CITY, MO. 64113

### Employment Service

## TV BROADCAST SEARCH

Our firm is hired by radio and television stations and groups to find top personnel in medium and major markets. All information is strictly confidential.

Our current openings include excellent positions for experienced talent in the following areas:

- Weatherpersons
- Male and female anchor/reporters
- Sports reporters
- Investigative reporter
- TV talk show hosts

These are immediate openings. Please send tape and resumes to Walsh, Baldwin Enterprises.

**Walsh, Baldwin Enterprises, Inc.**  
157 Yester Way, Suite 205  
Seattle, WA 98104

206-682-7340

### For Sale Stations

RICHARD A.

**SHAHEN** INC.



ANNOUNCES A  
NEW ASSOCIATE:

**JIM WARNER**

Jim Warner, a broadcaster with 20 years of sales and management experience.

PHONE **312/467-0040**

**MEDIA BROKERS • APPRAISERS**  
435 N. Michigan • Chicago, 60611

### FREE JOB LISTINGS!

"Hot Tips" continues to offer free samples to prove that the BEST jobsheet is NOT the most advertised. Smaller ads mean smaller subscription rates too! 13 weekly issues \$12; or \$30 per year. Write: "Hot Tips" PO Box 678, Daytona, FLA 32017, or call our 24 hour Hotline—(904) 252-3861.

### Audience Research

## Professional Research Services

SURVEYS from \$339.00 - Write or call for brochure

- Increase sales revenue
- Achieve greater respect at the agency level
- Increase station prestige among employees

6806 S. Terrace Rd. Tempe, Az. 85283 (602) 839-4003

### Wanted To Buy Equipment

Interested in buying complete used 5K Stereo FM station, guaranteed to work, no more than 5 yrs old or in parts - Antenna, tape deck, studio equipment, etc. including recorded music. Please direct yourself to:

**Miguel Ulloa**  
Radio La Prensa  
P.O. Box 4203  
Guayaquil, Ecuador S.A.

### For Sale Equipment

## Microwave Equipment New - Never Used

13 GHz Video/Audio STL System, Microwave Associates Model MA12G Complete with 7.5 Mhz Audio Channel, 4 and 6 ft. Dishes, One Tower Reflector, 25' feed lined and hardware. Contact: Charles Gilmer, Sagamore Hill Baptist Church, Fort Worth, Texas 76103. Phone: 817/536-2801.

## MINICAM FOR SALE

ENGINEFP Broadcast Quality MINICAM. Ampex BCC-4, 3 tube Color Camera System. Total 170 hours use. With 2/3" plumbs, Fujinon 10-100 lens, AC/Genlock adapter, 3-Battery belts with chargers, cables and carrying case. Excellent condition. \$20,000. Contact: Paul Brown, Southern Baptist Radio-TV, Fort Worth, TX 76150, (817) 737-4011.

### Wanted To Buy Stations

## AM-FM combination

Fulltime AM or power FM wanted by well financed corporation. Prefer 300 mile radius of Richmond, Virginia but all considered. Replies confidential. Tom Joyner, President, Atlantic Broadcasting Corp., P.O. Box 87, Petersburg, Va. 23803.

- Fulltimer. City in Kentucky. Billing \$270,000. Good buy. \$500,000.
- AM/FM in New Hampshire. Real Estate. Profitable. \$460,000.
- Daytimer. Ethnic. SE North Carolina. \$160,000.
- Fulltimer in coastal Georgia. Good billing. \$550,000.
- Powerful daytimer. N. part of W.Va. Good billing. Super value \$560,000. Terms.
- Daytimer with 35 mile prime signal within 60 miles of N.C. Coast. Good real estate. \$270,000. Terms.
- Class "A" FM in Georgia city. An excellent buy for \$460,000.
- UHF TV with 20 cable systems in South. \$600,000. Terms.
- Fort Worth-Dallas area. Fantastic coverage. Billing \$500,000. Make offer.
- CP for Class "C". Now Class "A". Texas. Good buy. \$240,000.
- Cable TV operation in Indiana. A good buy. \$360,000.
- FM in greater Washington, DC area. Owner wants offer. Terms.
- Fulltimer in S.E. Missouri. Profitable single station. \$280,000.
- Daytimer in N.C. \$400,000. Terms.
- FM in Central Pa. \$225,000. Terms.
- Daytimer Southern Kentucky. Only station in county. \$240,000.
- Daytimer covering large Florida Metro area. Real Estate. \$550,000.

All stations listed every week until sold. Let us list your station. Inquiries and details confidential.

**BUSINESS BROKER ASSOCIATES**  
615-756-7635 24 HOURS

For Sale Stations Continued

**HOLT CORPORATION**  
 BROKERAGE — APPRAISALS — CONSULTATION  
 OVER A DECADE OF SERVICE  
 TO BROADCASTERS

The Holt Corporation  
 Box 111  
 Bethlehem, PA 18015  
 215-855-3775

Holt Corporation West  
 Box 8205  
 Dallas, TX 75205  
 214-526-8081

**H.B. La Rue, Media Broker**  
 RADIO · TV · CATV · APPRAISALS

West Coast:  
 44 Montgomery Street, 5th Floor-San Francisco, California 94104 415/673-4474

East Coast:  
 210 East 53rd Street, Suite 5D-New York, N.Y. 10022 212/288-0737

**LARSON/WALKER & COMPANY**  
 Brokers, Consultants & Appraisers

213/826-0385  
 Suite 214  
 11681 San Vicente Blvd.  
 Los Angeles, CA. 90049

202/223-1553  
 Suite 417  
 1730 Rhode Island Ave. N.W.  
 Washington, D.C. 20036

**CHAPMAN ASSOCIATES®**  
 media brokerage service

STATIONS				CONTACT			
W	Small	Daytime	\$70K	\$35K	Galen Gilbert	(214) 387-2303	
MW	Small	AM	\$300K	Cash	Paul Crowder	(615) 298-4986	
S	Medium	AM	\$200K	Cash	Bill Hammond	(214) 387-2303	
W	Metro	AM	\$325K	Terms	Bill Whitley	(214) 387-2303	
MW	Major	AM/FM	\$2.7MM	\$521K	David Kelly	(414) 499-4933	

To receive offerings of stations within the areas of your interest, write Chapman Company, Inc., 1835 Savoy Dr., N.E., Atlanta, Ga. 30341

**THE KEITH W. HORTON COMPANY**

P.O. Box 948  
 Elmira, N.Y.  
 14902  
 (607) 733-7138

**BROKERS AND CONSULTANTS TO THE COMMUNICATIONS INDUSTRY**

# BOOKS

**402 BROADCASTING ENGINEERING & MAINTENANCE HANDBOOK**, by Patrick S. Finnegan. Truly a masterpiece of timely maintenance tips, installation techniques, and measurement methods for the entire equipment chain—practical answers to practical problems, not theoretical “excursions” into the clouds! Covers planning, construction, installation, start-up, calibration, operation, updating, maintenance, modification and repair of commercial or educational broadcast facilities. 532 p. **\$19.95**

**432 PROFESSIONAL BROADCAST WRITER'S HANDBOOK** by Standley Field, Deputy Chief, Broadcast Pictorial Branch, U.S. Army Information Div. Covers all forms of writing—drama, documentary, children's and religious programming. 396 pages. **\$14.95**

**400 ILLUS. DICTIONARY OF BROADCAST-CATV-TELECOMMUNICATIONS**. A GIANT, one-stop source of 9,000 modern, concise, easy-to-use definitions that explain ALL fields of telecommunications! It's a complete word-by-word guide, and contains 9,000 thoroughly understandable explanations of the terminology used in radio, TV, CATV, advertising, music, journalism, broadcasting, statistics, writing, film, news, acting, law, lighting, sound, programming, sales, video, etc. 420 pps., 106 illus. **\$14.95**

**401 MICROPHONES: HOW THEY WORK & HOW TO USE THEM**, by Clifford. Takes all the mystery out of microphones, shows you how to record almost anything (at a professional level), clearly explains how to get different sound effects and better stereo. You learn about the different types of microphones and accessories available, and how to interpret polar patterns... plus single- and multi-microphone applications, phasing, and recording data for over 60 different types of instruments. 224 pps., 92 illus. **\$8.95**

**457 PROFESSIONAL ELECTRICAL/ELECTRONIC ENGINEER'S LICENSE STUDY GUIDE**, by Ed Ross. A complete study guide for the electronics or electrical engineer who wants to prepare for either the Power Option or the Electronics Option of the Professional Engineering (PE) exam. The author reviews basics of electricity and electronics, plus the most advanced states of the art—digital techniques and solid-state devices. The text is designed to accommodate the engineer who has been out of school for awhile, as well as the recent graduate. 448 p., 466 illus. **\$13.95**

**455 PROMOTION & PUBLICITY HANDBOOK FOR BROADCASTERS**, by Rolf Gompertz. A practical handbook for radio and TV station publicity and public relations departments: Planning a publicity campaign. Tools of the trade. Press agents. Organizing, preparing and disseminating a press kit. List of press outlets. The author is a publicist of NBC's West Coast Press & Publications Dept. His responsibilities include national publicity for “specials” originating on the west coast. 336 p., 105 illus. **\$14.95**

**BROADCASTING BOOK DIVISION**  
 1735 DeSales St. N.W.  
 Washington, D.C. 20036

Please send me book(s) numbers \_\_\_\_\_  
 my check in the amount of \_\_\_\_\_ is enclosed.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_

## 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, Radio, Cable or Allied Fields; 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. Orders and/or cancellations must be submitted in writing. (No telephone orders and/or cancellations will be accepted).

Replies to ads with *Blind Box* numbers should be addressed to (box number) c/o BROADCASTING, 1735 DeSales St. N.W., Washington, DC 20036.

Advertisers using *Blind Box* numbers cannot request audio tapes, video tapes, transcriptions, films or VTR's to be forwarded to BROADCASTING *Blind Box* numbers. Audio tapes, video tapes, transcriptions, films and VTR's are not forwardable, and are returned to the sender.

**Rates:** Classified listings (non-display) Help Wanted: 70c per word. \$10.00 weekly minimum. Situations Wanted: (personal ads) 40c per word. \$5.00 weekly minimum. All other classifications: 80c per word. \$10.00 weekly minimum. *Blind Box* numbers: \$2.00 per issue.

**Rates:** Classified display: Situations Wanted: (personal ads) \$30.00 per inch. All other classifications: \$60.00 per inch. For Sale Stations, Wanted To Buy Stations, Employment Services, Business Opportunities, and Public Notice advertising require display space. Agency Commission only on display space.

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended.

Word count: Include name and address. Name of city (Des Moines) or state (New York) counts as two words. Zip code or phone number including area code counts as one word. Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, COD, PD, etc. count as one word. Hyphenated words count as two words. Publisher reserves the right to abbreviate or alter copy.

# Stock Index

Stock symbol	Exch.	Closing Wed. Aug. 9	Closing Wed. Aug. 2	Net change in week	% change in week	High	Low	1977-78	PIE ratio	Approx. shares out (000)	Total market capitalization (000)
<b>Broadcasting</b>											
ABC	ABC	N	61 1/8	55 3/4	+ 5 3/8	+ 9.64	61 1/8	35 3/8	10	18,221	1,113,758
CAPITAL CITIES	CCB	N	44 3/4	42 1/2	+ 2 1/4	+ 5.29	75	42 1/2	7	14,230	636,792
CBS	CBS	N	64	60 3/8	+ 3 5/8	+ 6.00	64	43 7/8	10	28,100	1,798,400
COX	COX	N	46 7/8	44 3/4	+ 2 1/8	+ 4.74	46 7/8	25 1/2	12	6,637	311,109
GROSS TELECASTING	GGG	A	22 1/2	22 1/4	+ 1/4	+ 1.12	23 7/8	13 5/8	10	800	18,000
KINGSTIP COMMUN.*	KTVV	O	11 1/2	11 1/2			11 3/4	3 7/8	21	462	5,313
LIN	LINB	O	42 3/4	38 3/4	+ 4	+ 10.32	42 3/4	16 1/2	13	2,801	119,742
MOONEY	MDON	O	4 1/4	5	- 3/4	- 15.00	5 1/2	1 7/8		425	1,806
RAHALL	RAHL	O	20	20			21 1/4	8 5/8	22	1,264	25,280
SCRIPPS-HOWARD	SCRIP	O	52	52			52	30 1/2	11	2,589	134,628
STARR	SBG	H	13 3/8	13 1/2	- 1/8	- .92	13 1/2		13	1,512	20,223
STORER	SBK	N	33	31	+ 2	+ 6.45	33	19 3/8	11	4,876	150,908
TAFT	TFB	N	48	48 7/8	- 7/8	- 1.79	48 7/8	24 5/8	10	4,119	197,712
TOTAL										86,036	4,543,671

## Broadcasting with other major interests

ADAMS-RUSSELL	AAR	A	8 7/8	8 7/8			9 3/8	3 3/4	9	1,229	10,907
JOHN BLAIR	BJ	N	31 1/4	29	+ 2 1/4	+ 7.75	31 1/4	11 1/8	8	2,427	75,843
CHARTER CO.	CHR	N	5 5/8	6 1/2	- 7/8	- 13.46	8	3 7/8	6	17,573	98,848
CHRIS-CRAFT	CCN	N	10 7/8	11 3/8	- 1/2	- 4.39	11 3/8	4 1/2	26	4,458	48,440
COMBINED COMM.	CCA	N	34 3/4	34 1/2	+ 1/4	+ .72	45 1/6	19	16	10,380	360,705
COWLES	CWL	N	24 7/8	24 1/8	+ 3/4	+ 3.10	25 1/4	12 1/2	24	3,969	98,728
DUN & BRADSTREET	DNB	N	35 3/8	36	- 5/8	- 1.73	36	26 1/4	16	26,339	931,742
FAIRCHILD IND.	FEN	N	33 7/8	34 1/4	- 3/8	- 1.09	34 1/4	9 1/2	12	5,708	193,358
FUQUA	FOA	N	12 3/8	11 7/8	+ 1/2	+ 4.21	13	8	8	9,396	116,275
GANNETT CO.	GCI	N	48 3/4	49	- 1/4	- .51	49	32 3/4	18	22,430	1,093,462
GENERAL TIRE	GY	N	27 3/4	28 5/8	- 7/8	- 3.05	29 1/4	22 3/8	6	22,692	629,703
GLOBE BROADCASTING*	GLBTA	O	4 3/4	4 3/4			4 3/4	2 1/8		2,772	13,167
GRAY COMMUN.	O	23	23			23	8	9		475	10,925
HARTE-HANKS	HHN	N	42 3/4	40 7/8	+ 1 7/8	+ 4.58	42 3/4	26	14	12,500	534,375
JEFFERSON-PILOT	JP	N	33 1/4	29 5/8	+ 3 5/8	+ 12.23	33 1/4	26 5/8	10	23,351	776,420
MARVIN JOSEPHSON	MRVN	O	14	14 1/2	- 1/2	- 3.44	17 1/4	10 1/4	8	1,978	27,692
KANSAS STATE NET.	KSN	O	11 7/8	12 1/4	- 3/8	- 3.06	13 3/8	4 3/4	11	1,727	20,508
KNIGHT-RIDDER	KRN	N	52 1/2	50	+ 2 1/2	+ 5.00	52 1/2	37 3/4	13	16,000	840,000
LEE ENTERPRISES	LNT	N	28 3/8	35 7/8	- 7 1/2	- 20.90	35 7/8	22 1/4	11	4,930	139,888
LIBERTY	LC	N	31 3/8	30 1/4	+ 1 1/8	+ 3.71	31 3/8	16	8	6,762	212,157
MCGRAW-HILL	MHP	N	24 3/4	24 7/8	- 1/8	- .50	24 7/8	15 5/8	11	24,682	610,879
MEDIA GENERAL	MEG	A	22 1/2	21 7/8	+ 5/8	+ 2.85	22 1/2	13 5/8	13	7,451	167,647
MEREDITH	MDP	N	40 1/4	39 1/4	+ 1	+ 2.54	40 1/4	17 3/8	9	3,074	123,728
METROMEDIA	MET	N	61 1/4	59 3/4	+ 1 1/2	+ 2.51	61 1/4	25 1/4	12	6,630	406,087
MULTIMEDIA	MMED	O	27 3/4	26	+ 1 3/4	+ 6.73	27 3/4	16 1/4	14	6,594	182,983
NEW YORK TIMES CO.	NYKA	A	30 1/4	30 1/8	+ 1/8	+ .41	31 5/8	15 3/4	13	11,599	350,869
OUTLET CO.	OTU	N	28 1/2	24 3/4	+ 3 3/4	+ 15.15	28 1/2	16 5/8	8	2,415	68,827
POST CORP.	POST	O	38 3/4	38	+ 3/4	+ 1.97	38 3/4	16 1/4	11	867	33,596
REEVES TELECOM	RBT	A	3	2 7/8	+ 1/8	+ 4.34	3 3/8	1 3/4	43	2,388	7,164
ROLLINS	ROL	N	21 5/8	19 3/8	+ 2 1/4	+ 11.61	24 1/4	14 7/8	11	33,000	713,625
RUST CRAFT	RUS	A	28 1/2	27 7/8	+ 5/8	+ 2.24	28 1/2	8 1/2	17	2,297	65,464
SAN JUAN RACING	SJR	N	12 1/4	12 5/8	- 3/8	- 2.97	14 1/8	7 5/8	18	2,509	30,735
SCHERING-PLOUGH	SGP	N	37 3/4	37	+ 3/4	+ 2.02	44 3/4	26 3/8	12	53,970	2,033,572
SONDERLING	SDR	A	21	20 5/8	+ 3/8	+ 1.81	21	8 3/8	9	1,105	23,295
TECH OPERATIONS	TD	A	7	7			7 3/8	2 3/8	175	9,448	9,408
TIMES MIRROR CO.	TMC	N	34	31 1/8	+ 2 7/8	+ 9.23	34	20 3/4	11	34,760	1,181,840
TURNER COMM.*	D	D	12 1/2	12 1/2			12 1/2	5		3,830	47,500
WASHINGTON POST CO.	WPO	A	46 5/8	44 1/4	+ 2 3/8	+ 5.36	46 5/8	21 3/4	10	8,200	382,325
WOMETCO	WCM	N	17 3/8	15 1/8	+ 2 1/4	+ 14.87	17 3/8	10 7/8	11	9,554	166,000
TOTAL										413,235	12,838,657

## Cablecasting

ACION CORP.	ATN	A	11 1/4	10 1/8	+ 1 1/8	+ 11.11	11 1/4	3 1/8	9	2,710	30,487
A-MECO*	ACO	O					1/2			1,200	
AMERICAN TV & COMM.	AMTV	O	51 1/2	48 3/4	+ 2 3/4	+ 5.64	51 1/2	19 3/4	22	3,996	205,794
ATHENA COMM.	O	3	3			4 3/4	1/8			2,125	6,375
BURNUP & SIMS	BSIM	O	5 1/4	5	+ 1/4	+ 5.00	6 1/8	3 1/8	24	8,381	44,000
CABLE INFO.*	O	1/4	1/4			1 1/2	1/4		1	663	165
COMCAST	O	10 1/4	9 3/4	+ 1/2	+ 5.12	11 1/2	3 3/4	14		1,583	16,225
COMMUN. PROPERTIES	COMU	O	15 1/8	15 1/4	- 1/8	- .31	15 1/4	3 5/8	19	4,839	73,189
ENTRON*	ENT	O	1 1/4	1 1/4			3 1/2	7/8	1	979	1,223
GENERAL INSTRUMENT	GRI	N	34 1/8	33 7/8	+ 1/4	+ .73	34 1/8	17 5/8	11	7,508	256,210
GENEVE CORP.	GENV	O	15 3/4	14 1/2	+ 1 1/4	+ 9.62	15 3/4	7 1/2	8	1,121	17,655
TELE-COMMUNICATIONS	TCOM	O	16 7/8	17 1/2	- 5/8	- 3.57	19	2 7/8	241	5,281	99,116
TELEPROMPTER	TP	N	12 1/4	13	- 3/4	- 5.76	13 1/8	6 3/4	22	16,926	207,343
TEXSCAN	TEXS	O	1 5/8	1 5/8			2	1 1/4	10	786	1,277
TIME INC.	TL	N	49 5/8	47	+ 2 5/8	+ 5.58	49 5/8	31 3/4	10	20,450	1,014,831
TOCOM	TOCM	O	3 1/2	8 1/2			9 1/4	2 1/4	18	894	7,599
UA-COLUMBIA CABLE	UACC	O	31 3/4	31 1/4	+ 1/2	+ 1.60	35	15 1/2	18	1,679	53,308
UNITED CABLE TV	UCTV	O	19 7/8	19	+ 7/8	+ 4.60	19 7/8	3 7/8	25	1,915	38,060
VIACOM	VIA	N	23 1/8	22 1/8	+ 1	+ 4.51	23 1/2	9 1/2	15	3,795	87,759
TOTAL										86,831	2,150,616

Stock symbol	Exch.	Closing Wed. Aug. 9	Closing Wed. Aug. 2	Net change in week	% change in week	1977-78		PIE ratio	Approx. Shares out (000)	Total market capitalization (000)	
						High	Low				
<b>Programming</b>											
COLUMBIA PICTURES	CPS	N	21 5/8	21 3/4	- 1/8	- .57	22 1/8	7 3/8	5	9,254	200,117
DISNEY	DIS	N	45 1/2	43 3/4	+ 1 3/4	+ 4.00	47 5/8	32 1/2	17	32,380	1,473,290
FILMWAYS	FWY	N	16 3/8	14 1/2	+ 1 7/8	+ 12.93	15 3/8	6 7/8	12	4,258	69,724
FOUR STAR*			1 1/4	1 1/4			1 1/4	1/2	13	666	832
GULF + WESTERN	GW	N	16 1/8	14 1/8	+ 2	+ 14.15	18 3/8	10 1/4	6	48,215	777,466
MCA	MCA	N	57 1/4	53 1/2	+ 3 3/4	+ 7.00	57 1/4	32	11	18,558	1,062,445
MGM	MGM	N	43 1/4	38	+ 5 1/4	+ 13.81	43 1/4	16	17	14,606	631,839
TRANSAMERICA	TA	N	18	18			18	13 1/4	7	66,781	1,202,058
20TH CENTURY-FOX	TF	N	39 3/8	38 1/8	+ 1 1/4	+ 3.27	39 3/8	10	5	7,733	304,486
VIDEO CORP. OF AMER	O		6	6 1/4	- 1/4	- 4.00	9 3/4	3 1/2	12	988	5,928
WARNER	WCI	N	51 7/8	48 3/4	+ 3 1/8	+ 6.41	51 7/8	25 3/4	10	14,458	750,008
WRATHER	WCU	A	11 7/8	13 3/8	- 1 1/2	- 11.21	13 3/8	4 1/2	30	2,243	26,635
TOTAL									220,143	6,504,828	

### Service

BBDO INC.	BBDO	O	38 3/4	38 3/4			38 3/4	22 1/2	10	2,513	97,378
COMSAT	CO	N	44 7/8	45 7/8	- 1	- 2.17	45 7/8	28 3/4	14	10,000	448,750
DOYLE DANE BERNBACH	DOYL	O	29	26 3/8	+ 2 5/8	+ 9.95	29	16 3/4	8	1,776	51,504
FOOTE CONE & BELDING	FCB	N	22 1/8	21 3/8	+ 3/4	+ 3.50	22 1/8	14 3/4	8	2,304	50,976
GREY ADVERTISING	GREY	O	32	32			34	16 1/2	5	716	22,912
INTERPUBLIC GROUP	IPG	N	37 3/4	37 3/8	+ 3/8	+ 1.00	39 1/4	22 1/2	9	2,387	90,109
MCI COMMUNICATIONS	MCIC	O	4 1/8	4	+ 1/8	+ 3.12	4 7/8	7/8	41	20,159	83,155
MOVIELAB	MOV	A	2 5/8	2 3/4	- 1/8	- 4.54	3	1	15	1,414	3,711
MPO VIDEOTELEVISIONS	MPO	A	5 1/8	5 1/4	- 1/8	- 2.38	65 3/8	4	6	520	2,665
A. C. NIELSEN	NIELB	O	27 5/8	27 5/8			28	18 7/8	13	10,832	299,234
OGILVY & MATHER***	OGIL	O	27 1/4	55 1/2	- 28 1/4	- 50.90	56 1/2	27 1/4	5	3,610	98,372
J. WALTER THOMPSON	JWT	N	32 7/8	29 5/8	+ 3 1/4	+ 10.97	32 7/8	15 1/8	9	2,649	87,385
WESTERN UNION	WU	N	19 1/2	18 3/8	+ 1 1/8	+ 6.12	20 1/4	15 3/4	8	15,177	295,951
TOTAL									74,057	1,631,802	

### Electronics/Manufacturing

AEL INDUSTRIES	AELBA	O	8	8 1/2	- 1/2	- 5.88	9 1/8	2 3/8	8	1,672	13,376
AMPEX	APX	N	16	16 1/2	- 1/2	- 3.03	17 1/4	7 3/8	14	10,928	174,848
ARVIN INDUSTRIES	ARV	N	17 3/8	17 1/4	+ 1/8	+ .72	22 1/2	14 1/2	4	5,959	103,537
CCA ELECTRONICS*	CCA	O	5/8	5/8			5/8	1/8	3	897	560
CETEC	CEC	A	4 3/8	4 1/2	- 1/8	- 2.77	5 3/8	1 3/4	11	2,127	9,305
COHU	COH	A	3 1/4	3 3/8	- 1/8	- 3.70	4 1/2	2 1/8	9	1,779	5,781
CONRAC	CAX	N	23 1/2	20 7/8	+ 2 5/8	+ 12.57	27 1/4	19 1/4	9	1,842	43,287
FASTMAN KODAK	EASKD	N	65 3/8	65 3/4	- 3/8	- .57	86 3/4	42	15	161,370	10,549,563
FARINON	FARN	O	13 3/4	13 1/2	+ 1/4	+ 1.85	14	8	14	4,635	63,731
GENERAL ELECTRIC	GE	N	56 1/4	54 1/2	+ 1 3/4	+ 3.21	56 5/8	44 1/2	11	184,581	10,382,681
HARRIS CORP.	HRS	N	66 3/8	64	+ 2 3/8	+ 3.71	66 3/8	28	17	12,455	826,700
HARVEL INDUSTRIES*	HARV	O	4 1/4	4 1/4			5 1/2	3 1/8	11	480	2,040
INTL. VIDEO CORP.	IVCP	O	1 7/8	1 7/8			2 5/8	1/4		2,701	5,064
M/A COM, INC.	MAI	N	38 3/4	34 7/8	+ 3 7/8	+ 11.11	41 7/8	20 1/4	20	1,320	51,150
3M	MMM	N	62 1/4	61 1/4	+ 1	+ 1.63	62 1/4	43 1/2	16	115,265	7,175,246
MOTOROLA	MOT	N	54 1/2	50 5/8	+ 3 7/8	+ 7.65	56 7/8	34 1/4	15	28,544	1,555,648
N. AMERICAN PHILIPS	NPH	N	30 3/8	31	- 5/8	- 2.01	36	24 3/4	6	12,033	365,502
OAK INDUSTRIES	OAK	N	32 7/8	32 3/8	+ 1/2	+ 1.54	34 1/8	9 5/8	50	1,746	57,399
RCA	RCA	N	31 1/2	29 5/8	+ 1 7/8	+ 6.32	31 3/4	22 3/4	9	74,810	2,356,515
RADCKWELL INTL.	ROK	N	35 1/4	36 3/4	- 1 1/2	- 4.08	36 3/4	28 1/4	8	33,600	1,184,400
RSC INDUSTRIES	RSC	A	2 7/8	2 5/8	+ 1/4	+ 9.52	2 7/8	1 5/8	41	2,690	7,733
SCIENTIFIC-ATLANTA	SFA	A	34 1/4	30 1/4	+ 4	+ 13.22	34 1/4	16 3/4	18	2,429	83,193
SONY CORP.	SNE	N	8 1/8	8	+ 1/8	+ 1.56	10 3/8	7	14	172,500	1,401,562
TEKTRONIX	TEK	N	46 1/4	44 3/4	+ 1 1/2	+ 3.35	48 1/2	28 1/4	15	17,804	823,435
TELEMATION	TLMT	O	1 1/2	1 1/2			2 1/4	1/2	2	1,050	1,575
VARIAN ASSOCIATES	VAR	N	19 1/2	18 7/8	+ 5/8	+ 3.31	21	14 3/4	13	6,838	133,341
WESTINGHOUSE	WX	N	24 1/2	24 1/4	+ 1/4	+ 1.03	24 1/2	16 1/4	8	86,656	2,123,072
ZENITH	ZE	N	18 3/4	17 1/4	+ 1 1/2	+ 8.69	28	11 3/8	25	18,818	352,837
TOTAL									967,529	39,853,091	
GRAND TOTAL									1,847,831	67,522,655	

Standard & Poor's 400 Industrials Average 115.53 113.98 +1.55

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  
Loeb Rhoades Hornblower, Washington.

Yearly high-lows are drawn from trading days  
reported by *Broadcasting*. Actual figures  
may vary slightly.

\*Stock did not trade on Wednesday, closing  
price shown is last traded price.  
\*\*No P/E ratio is computed, company  
registered net loss.  
\*\*\*Stock split.  
+Traded at less than 12.5 cents.

P/E ratios are based on earnings per-share  
figures for the last 12 months as published  
by Standard & Poor's Corp. or as obtained  
through *Broadcasting's* own research. Earn-  
ings figures are exclusive of extraordinary  
gains or losses.



## Bruce Fogel: guiding Air Time to the big time

Horatio Alger's heroes are alive and living in New York. Perhaps not the original shoeshine boy or peddler. But their spirits can readily be found in midtown Manhattan.

Ask Bruce Fogel and his partners. Eight and a half years ago, Mr. Fogel and two other account executives at Metro TV Sales pooled \$14,000 and decided to strike out on their own in the media service business.

Mr. Fogel quit first, becoming president of the fledgling Air Time Inc. Kal Liebowitz and Fred Wiener followed a month later as executive vice presidents.

For the first few months of 1970, they remained clientless in their corporate headquarters, positioned behind some printing presses and above a seafood restaurant.

Then along came Helene Curtis with a \$60,000 budget to test wigs in Minneapolis and St. Louis. Ward Baking Co. and Jockey Brand underwear later came on board with enough billing to promise survival. And during 1973-74, Air Time business "exploded."

Today, Bruce Fogel still is "involved as a spot-TV buyer" but Air Time offices are spread through four floors of a Manhattan high-rise. The company claims annual billings of \$180 million. There are about 20 advertising agencies that turn to Air Time to supply media services, as do other clients such as Marriott and IBM.

Then there are the subsidiaries:

Air Time International currently is distributing *The Unknown War*, a 20-hour co-production it shares with Russia's Sovin-film. There are two original half-hour access series in the works—pilots based on the comic strip character, Brenda Starr, and "Ripley's Believe It or Not"—and projects involving World Championship Tennis coverage and National Football League highlights, not to mention other distribution that Air Time plans to undertake for others.

The Phone Programs operation has telephone companies as clients, programming such shorts as Sports Phone and New York Reports. And little more than two months ago International Mall Media was started; already there are 22 shopping plazas in that fold.

Bruce Fogel never would have left Metro TV Sales (after stints with Norman, Craig & Kummel and H-R Representatives) if he didn't expect Air Time to be successful, but he adds "to this magnitude, by no stretch of the imagination."



Bruce Jay Fogel—president, Air Time Inc., New York; b. Sept. 5, 1942, New York; BA, pre-law, City College of New York, 1964; media research analyst/trainee, assistant buyer/estimator, buyer, Norman, Craig & Kummel, New York, 1964-65; spot TV account executive, H-R Representatives, New York, 1965-66; account executive, assistant manager, Metro TV Sales, New York, 1966-69; co-founded Air Time in 1970; m. Marsha Greenzaid, Aug. 15, 1964; children—Seth, 12; Samantha, 9.

Just as impressive as the rapid growth of the company are the ages of the original partner. Had Air Time never gotten off the ground, Mr. Fogel explains, "we were certainly young enough to go back and work [for someone else] for a living." And while it's unlikely they'd want to, that option still is open. When Mr. Fogel celebrates his birthday next month, all three founders will be 36.

With constant day-to-day involvement with the company over the years, Mr. Fogel claims to have had little time to reflect on such things as success at a young age. He admits, however, that he felt "initially uneasy" when he started driving a Mercedes in 1974 but "it would be inappropriate to say I'm uneasy about it now."

Bruce Fogel admits that he has a "tremendous amount of ego satisfaction that comes from being successful." But he is quick to turn that success outside himself, referring to "the image that this company has" or saying that Air Time "no longer

revolves around Fred, Kal and myself." Although the three original partners still have controlling interest, there are now 10 principals and more than 175 staffers. The Air Time parent company, Mr. Fogel says, is "a media department equivalent to that of the largest of advertising agencies."

The sum of Air Time may indeed be more than just the principals, but the fact that they have remained "deeply involved" with clients all along is one reason Mr. Fogel gives for the success of the company. Another is the business focus.

"Our direction," he explains, "was different from other services almost from our inception." He says that the idea was "not to sell *against* advertising agencies on a 'we can do it cheaper for you' basis, but to sell *to* medium and small size agencies as an extension of their media departments." In other words, the goal was not to be the "enemy" of agencies but rather a "supplier" or subcontractor.

To build a successful and expanding company, there have been the necessary trade-offs. Mr. Fogel says that "we used to call ourselves a little family," but "no longer." He misses that as well as the earlier stages when he knew everybody's name. However, even if all names aren't known to everyone, the company still prides itself on retaining an all-first-name basis.

Although Mr. Fogel may have been the first to quit Metro TV Sales for the Air Time venture, there were apparently other reasons why he became the front-man-of-sorts. From his own vantage point, Mr. Fogel says he may be the most "malleable in terms of dealing with different personalities."

Kal Liebowitz, one of the partners in the shop last week (Fred Wiener was off in Russia on *The Unknown War* business) praises his colleague as "a true professional in every sense of the word, but-toned up, very conscientious" and able to take on responsibility and carry it through.

Approaching 36, Mr. Fogel claims to have no thoughts of slowing down. The idea of less day-to-day involvement is attractive to him but that may be difficult to attain for a man who talks of a "tremendous responsibility to associates and employees."

Not that every moment of his day is filled with Air Time. There's squash at New York's Yale Club; leaving work early every Friday night for dinner at home with his wife and two children; little league, and "Saturday is always free."

But like all good Horatio Alger heroes, there's the persistent drive to get back to work. "Sunday night the bell goes off about 7:30," says Mr. Fogel.

## A winner

A superior court judge in San Francisco has rescued broadcasters, at least temporarily, from litigious chaos. In a refreshingly rational interpretation of the law, Judge Robert L. Dossee issued rulings that aborted a trial of an \$11-million damage suit against NBC-TV and its San Francisco affiliate, KRON-TV, which carried "Born Innocent," a program that the plaintiff blamed as the inspiration for an assault on her person.

If Judge Dossee had ruled otherwise, and if a jury had been beguiled into voting an award, the precedent would have been set for liability on a monstrous scale. It could have been the beginning of an endless field day for exploitative lawyers and avaricious clients.

Appeals are promised by the plaintiff's lawyer, who attained national prominence during the proceedings in Judge Dossee's court and whose practice is unlikely to be harmed by more publicity. There is no assurance that the California Supreme Court will not repeat its earlier decision that the case must go to trial or that the U.S. Supreme Court will not again do likewise. This time, however, the record of argument in the trial court is complete enough to justify appellate review that was denied after the first trial judge found that the First Amendment was an absolute bar to a suit of this kind.

Until the case is finally settled, NBC deserves general support. It is defending the position of all broadcasters.

## A case of rewriters' cramp

The draft of a new Communications Act, which the House Communications Subcommittee continues to expose to public hearings, contains a fundamental conflict that must be resolved if the rewrite project is to be treated seriously.

The first paragraph of the so-called Communications Act of 1978 opens with a promising instruction. The government is told to regulate only "to the extent that marketplace forces are deficient." It is a prescription for the removal of debilitating governmental rules and the stimulation of creative enterprise.

Lamentably, however, the opening instruction to the proposed Communications Regulatory Commission in the part of the draft pertaining to broadcasting services commands an artificial assignment of broadcast facilities by standards having nothing whatever to do with marketplace forces. The CRC, according to the draft, "shall assign electromagnetic frequency spectrum and distribute licenses so as to insure that each community in the United States, regardless of size, is provided with the maximum full-time local television and radio broadcasting services."

If that instruction is to be taken literally—and no other passage in the draft suggests it should not be—the new world of broadcast regulation would not dawn with all incumbent licenses in place, as some have assumed. It would be created by a wholesale reassignment of stations. For radio the dislocation would be acute enough, but how is the government to put "maximum full-time local television . . . services" in "each community of the United States, regardless of size" without totally dismantling the existing system?

No one has to be an engineer to recognize that a profusion of "local" assignments in all U.S. communities, however small, would require radical constriction of service areas to avoid intolerable interference. The "marketplaces" to be formed by the rewrite's plan of station assignment would be too small to support meaningful competition. Looked at another way, the assignment plan would virtually guarantee the marketplace deficiencies that would trigger governmental regulation under the first paragraph

of the drafted act.

The existing Communications Act of 1934 prescribes that "in considering applications for licenses, and modifications and renewals thereof, when and insofar as there is demand for the same," the FCC is to "provide a fair, efficient and equitable distribution of radio service." That is a formula that assigns stations in response to marketplace demands. It is a formula to be retained if a new act genuinely means to install real-world competition and not the government as the primary regulating force.

## Next time

The House of Delegates of the American Bar Association moved in mysterious ways last week. It adopted liberal guidelines for news coverage of criminal courts. It ended the exclusion of television from the media that its code of ethics approves for the presentation of lawyers' advertising. But it put off until next year a reconsideration of its traditional ban against the admission of broadcasting equipment to courtrooms.

Broadcast journalists are understandably disappointed. This seemed to them an appropriate time for the national bar to recognize conditions of contemporary journalism that many courts have long since recognized.

The disappointment, however, may be assuaged by the reminder that the American Bar Association's actions are in no way binding on the courts. True, an ABA approval of radio and television coverage would remove an excuse now widely used by the judiciary to keep cameras and microphones out. It would not, however, open a courtroom door that an intransigent judge wanted to keep closed.

By nature, a professional society such as the American Bar, is conservative, since its fundamental purpose is to preserve standards that have been tested in use. A society survives, however, only by adapting to change as the times demand. The actions of the ABA's House of Delegates last week suggest that the process of adaptation is within its capability.

Its vote on the fair trial-free press guidelines must be considered a vote for freedom of the press, including radio and television reporters. Its admission of television to the approved company of advertising media removed an obsolescence from its rules.

If broadcast journalists must wait for the ABA to sanction the admission of their primary tools to the courts, they need not hesitate to seek admission in the courts themselves. The betting here is that if the access question comes before the ABA next year unaccompanied by proposals to liberalize other rules regarding media, it has better than a good chance of adoption.



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Oakland

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Miami

KFI, KOST-FM  
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\*Sources: Nielsen,  
May 1978, DMA /  
Abitron, May 1978,  
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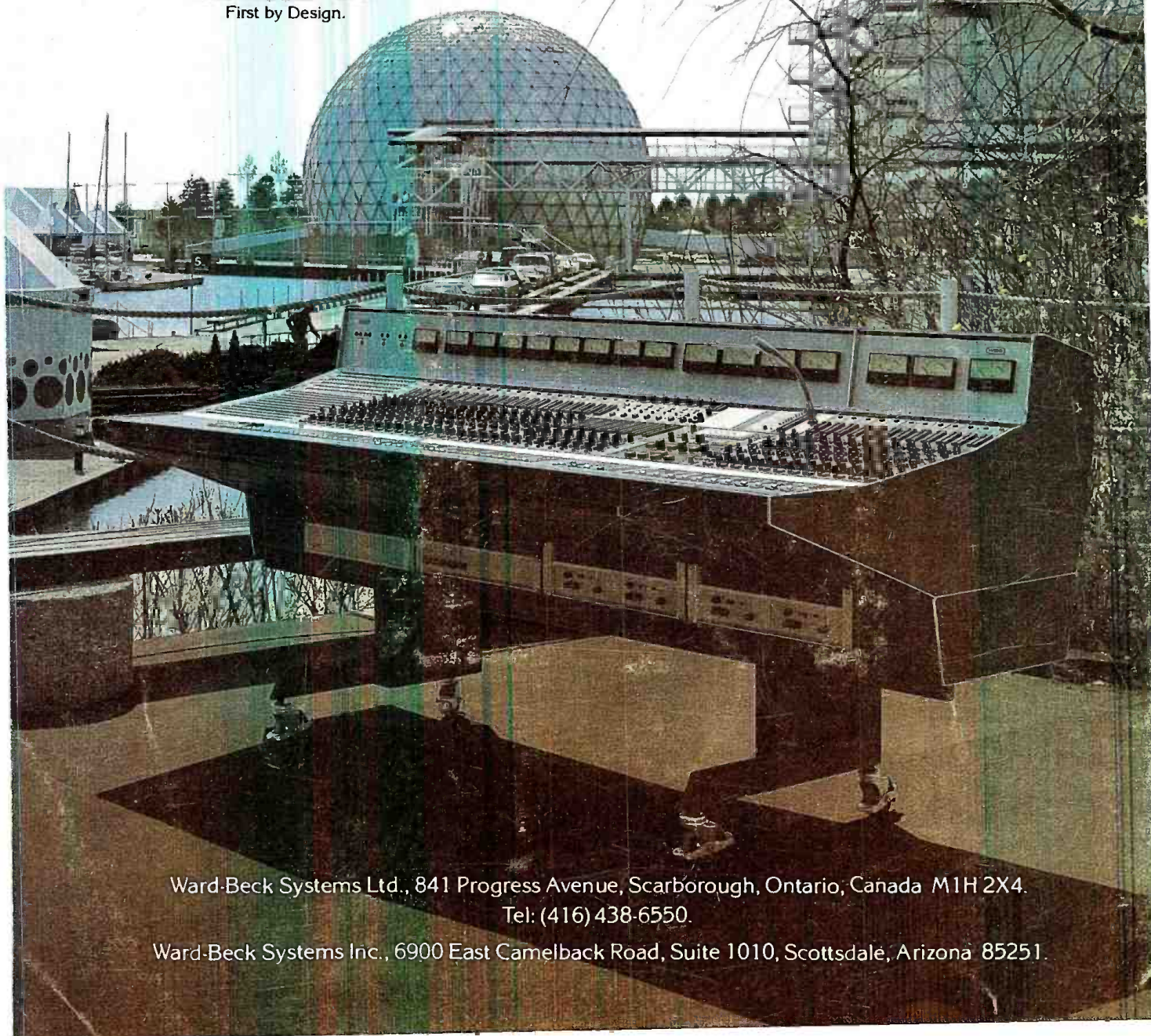
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