Originals are crowding out reruns in prime time
Station trading breaks out of the slump

Broadcasting Jan 31
The newsweekly of broadcasting and allied arts
Our 46th Year 1977

Now that's an impressive record. An unbeaten record—43 wins, no losses and two ties, winning or tying 45 out of 45 categories in news-show competition. That's KSTP-TV's Eyewitness News at 10 o'clock, according to Arbitron.* And in Nielsen we won or tied 43 out of 44.**

Our 6 p.m. news scores were equally impressive, winning or tying 42 out of 44 categories in Nielsen and 40 out of 45 in Arbitron and giving us a clean sweep of our local news doubleheader.

Number one at both 6 and 10!

When you think Twin Cities, think KSTP-TV.
The Hubbard Broadcasting team with the winningest record.

Source: "Arbitron," November 1976 and "Nielsen, November 1976, 6 p.m./6-day and 10 p.m./7-day program averages. Estimates subject to limitations as noted in said reports. For KSTP-TV information contact Jim Blake, General Sales Manager, Dave Garvin, National Sales Manager, at 612-645-2724, or your nearest Petry office.
You can't

Source:
NTI: 1972-75
(Sept. I, Wk. II—Mar. II),
1975-76
Regularly scheduled programs only.
Audience estimates subject to qualifications available on request.
“The Rookies” are ready for future assignment to local markets.
Count on them to put a lock on young adult audiences.
This Spelling/Goldberg production captured the highest average number of young women and men viewers, both 18-34 and 18-49, in its time period over the course of a 4-year run on ABC.
During the same period, two-thirds of all “The Rookies” viewers were adults!
Two-thirds of all women were 18-49!
And two-thirds of all men were 18-49!

How’s that for strength in key audience protection?
Call now.

“The Rookies” from Viacom
Suite 1563, Fontainebleau Towers
FROM MCA TV/UNIVERSAL

A big new daily

Dan Rowan  Michele Lee  Tom Hallick
90 minute show!

The American Flyer.

A brand new way to do daily (or nightly) entertainment.

MCA TV
Suite 17H, Fontainebleau Towers
Come see it!
A Harris MW-5 Customer Says It All...

Mr. Bill Bone
Harris Corporation
123 Hampshire Street
Quincy, Illinois 62301

Dear Bill:

When we first talked about the new Harris MW-5 AM Transmitter for WAAX RADIO you and I discussed several values we could expect for our dollar-values that simply were not in our twenty-year old transmission gear. I was looking for an ease of operation, quiet running, and the modern convenience of transistors.

All of this we got! It is extremely quiet; uses less current; requires less heat dissipation; lasts longer (it tells us what it found); changes power modes slicker and quicker than people can notice, and recovers from power failure faster than most ears can tell.

But Bill, those are not its BEST features!

You told us to expect a better signal. More "depth" in the modulation, you said which would help us in the outer fringe areas. You promised it would deliver! At first, we had our doubts, but now after our first year of operation, we have had a chance to hear the difference. In our first trouble-free year, we drove all over the outer fringe and listened in with standard windshield antennas. The signal is really solid with great depth and body. Good fidelity, and overcomes the noise and interference that formerly made us unlistenable in the far reaches.

You told it like it was! Now we are able to tell it like it is! We are talking to more people now and I appreciate your advice and guidance. It's a good transmitter!

Sincerely,

Michael H. McDonald
President and General Manager

For the whole story, contact
Harris Corporation
Broadcast Products Division
Quincy, Illinois 62301
ABC STRIKES GOLD  □ The network took a gamble in programing *Roots* in eight consecutive nights, but the gamble is paying off in a big way. PAGE 19.

THE 'LIVING SEASON'  □ The TV networks break out from the fall season/second season mold, begin introducing new programs at any time; one result is fewer reruns. PAGE 19.

FORWARD-LOOKING  □ NAB joint board meeting in Maui is a quiet affair that set the sights of the association on goals for the future. PAGE 21.

A GOOD YEAR FOR BROKERS  □ Almost $291 million was paid in 446 station transfers in 1976. In this special report, the biggest sales are detailed. PAGE 23. And the brokers reflect on last year's business and look ahead to 1977. PAGE 23.

CLIMBING UP  □ Ted Bates's annual analysis of media trends shows substantial increases in most advertising costs-per-thousand categories. PAGE 34.

A SOUND ALTERNATIVE  □ The Radio Advertising Bureau embarks on another campaign that uses radio to sell radio advertising. PAGE 38.

FIGHTING FIRE  □ The Newspaper Advertising Bureau mounts an extensive effort to counter the appeal of television and persuade young people to read newspapers. PAGE 41.

FROWNS  □ Broadcast industry and advertisers aren't happy about Federal Trade Commission rulemaking that could place strict limitations on the wording used in drug advertising. PAGE 44.

TAKING STOCK  □ Church groups that own stock in companies that advertise on television are urging those firms not to advertise on shows that depict "excessive violence." PAGE 44.

PALTRY PLATTER  □ FCC Commissioner Joseph Fogarty lashes out at TV programing, saying the medium offers no real alternatives, and offers solutions to improve them. He says he is one commissioner who has not been intimidated by the family-viewing decision. PAGE 45.

WANTS NO OBSTACLES  □ Representative Lionel Van Deerlin poses some questions to the FCC so that his project to rewrite the Communications Act won't be affected by the commission's inquiry into network-affiliate relationships. PAGE 46.

SPREADING THE GOSPEL  □ More than 1,200 broadcasters, programers and others associated with communications gathered in Washington for the 34th annual convention of the National Religious Broadcasters. PAGE 51.

SURPRISE WITHDRAWAL  □ CBS decides it will not pursue pooling or individual agreements for the 1980 Summer Olympics in Moscow, saying that the confused bargaining situation only promises to become more complicated. PAGE 54.

THOSE PTA HEARINGS  □ Chicago plays host to the fourth regional session on TV violence. Broadcast spokesmen doubt the validity of some research on the issue, question the wisdom of advertiser boycotts. PAGE 54.

NCTA'S OFFENSIVE  □ Association launches a major attack on the Bell bill, declaring it would shake cable service, confer monopolistic power on AT&T. PAGE 56.

ATC'S PAY PLAN  □ Major cable-system operator applies for channel 20 in Denver with hopes for subscription programing. If the FCC approves, the company will invest $6.9 million and get started by fall 1978. PAGE 57.

THE 1980 CAMPAIGN  □ NBC's Schlosser looks ahead to the next national election and maintains that the equal-time rule should be repealed. Also, he says, gavel-to-gavel convention coverage should be re-evaluated. PAGE 58.

MUZAK IN SKY  □ Company, in conjunction with RCA Americom, is testing a new receiving system for satellite transmissions to music franchisees. The National Black Network shows strong interest in the system. PAGE 61.

REVISIONIST  □ Good looks aren't everything; House Communications Subcommittee counsel Chip Shooshan also wields behind-the-scene power in the planned rewrite of the 1934 Communications Act. PAGE 81.
PROFESSIONAL SALESMANSHIP MAKES THE DIFFERENCE

WZGC — Atlanta

NOW REPRESENTED NATIONALLY

by

Buckley Radio Sales, Inc.
Missionaries

Members of FCC as well as key staff executives are expounding these days on effectiveness of lobbyists, and current consensus is that National Cable Television Association top executives and members are "running rings around broadcasters." Commissioners are loath to talk for fear of colliding with situations that might be construed improper, but they do complain privately that too many cable people are dropping in. Officials suggest that NCTA is both younger and hungrier than National Association of Broadcasters. NCTA relies more on NAB individual members making back-up calls at FCC and on Capitol Hill, where congressmen or their assistants can pave way to FCC.

Best of both

High RCA officials insist it wasn't meant the way it sounded when RCA President Edgar H. Griffiths told group of Wall Street reporters NBC would try to get away from blockbuster type of programing that has boosted its ratings this season (Broadcasting, Jan. 24). What he meant, they say, was that NBC has done well with blockbuster programing but not so well with regular series and therefore will shift more emphasis to series improvement. This, they maintain, implies no cutback in blockbuster and event-type programing, and they say none is intended.

News network

Possibility of putting together network of news and information radio stations for advertising sales is being explored by Buckley Radio Sales. Rep firm is talking with some current News and Information Service subscribers, hopes to attract others.

Organizing news

Founding convention for new national association of all-news and information radio stations is now planned for Feb. 14-16 at Quality Inn in Dallas. Association of 43 stations affiliated with NBC News and Information Service (NIS), which ceases operation May 29, is "binding together so we can stay in business in all-news programing," according to Bill Weaver of KNWX (AM) Albuquerque, N.M., chairman of steering committee. (Broadcasting, Jan. 24).

Clue to kind of money that may be involved in NIS stations' cooperative effort is contained in presentation submitted to their committee by Keystone Broadcasting System. Keystone estimates 10 short (two minutes or less) features per day—five produced independently, five by member stations—would cost $84,656 per year. With 40 member stations, Keystone estimates, features would cost each station $1,766 per month. Keystone has offered to join NIS group as partner so its affiliates in noncompetitive markets could have access to features.

Prospect

Among those said to have been recommended for appointment to FCC is black lawyer long active in civil rights matters in Memphis. He is Russell Sugarman, who grew up in that city with FCC Commissioner Benjamin L. Hooks. Commissioner Hooks, who is leaving in July to become executive director of National Association for Advancement of Colored People, is pressing Carter administration to name black to succeed him, but says he is not backing Mr. Sugarman or any other individual.

Another possible contender for FCC appointment and indeed chairmanship is Charles D. Ferris, 43, staff director and general counsel of Democratic Policy Committee for past 13 years, now looking for another job after change in Senate majority leaders. He had been running for appointment as deputy attorney general, but name was missing from those mentioned as finalists in reports last week. Word around Senate was that Mr. Ferris may be shifting sights to FCC. He has strong backing from members of Senate and what associate said was "working relationship" with House Speaker Thomas P. O'Neill (D-Mass.). "Don't count Charlie out for FCC," said colleague.

Fade out?

Although idea of rewriting Communications Act first came from him, there's question about how deeply Representative Lou Frey (R-Fla.) will be involved in actual production. He may be lame-duck congressman; it's known on Capitol Hill that he is assessing chances of winning Florida governorship in two years. It's possible, in theory at least, that Mr. Frey, who is ranking Republican on Communications Subcommittee, might leave panel this year. Jockeying for subcommittee positions in next few weeks may propel Representative James Broyhill (R-N.C.) or Clarence Brown (R-Ohio) into Frey seat, and force him to look for ranking position on another subcommittee.

Going up

 Asking prices for radio stations are escalating along with those for television properties. Word last week was that $15-million tag had been placed on KRDI (AM)-KAFM (FM) Dallas by owners, who include sons and daughter of former Dallas mayor, John Eric Jonsson. Jonssons and associates paid $6,750,000 for stations in 1970 when properties were spun out of sale of Dallas Times Herald and KRLD-TV (now KDFW-TV) to Times Mirror Co. of Los Angeles. If Metromedia makes deal with Jonssons, as has been discussed, it will spin FM out to third party. Metromedia already holds quota of seven FM's. Proceeds from that sale are expected to be in neighborhood of $2 million. KRLD is on 1080 kHz with 50 kW full time—a 1-B Clear. KAFM is on 92.5 MHz, with 99 kW and antenna 1,670 feet above average terrain.

Tailored baseball

Midwest baseball radio network is being formed to serve region's sports fans. It's outgrowth of meeting in Detroit last week to talk about ways to beef up selling of baseball coverage. Co-hosts were WJR (AM) Detroit and Katz sports division led by Katz Vice President Gil Miller. Broadcast or team representatives of nine major league clubs took part. New network is said to include Kansas City Royals on WIBW (AM) Topeka, Kan., and 67-station AM-FM line-up in 52 markets; Detroit Tigers on WJR; Chicago Cubs on WGN (AM) Chicago and Minnesota Twins on WCCO (AM) Minneapolis. WJR, WGN and WCCO may be bought with or without their own baseball networks, said sources. Katz and other reps will sell for their respective stations, and in addition some central sales executive for entire network may be retained. Rate card not yet set. Leaders estimate network this year will provide coverage of "most" of Midwest.

Arrangements offered

Footnote to wheelings and dealings for American broadcast rights to 1980 summer Olympics (see page 54). John J. Kapstein, principal negotiator for eminent Satra Corp., which has "protocol" agreement with Russian Olympic Committee, approached at least one network, NBC, year and half ago offering "inside track" to rights. Information emerged from New York State Senator Joseph R. Pisani's investigation into Satra and its Olympic plans. Mr. Pisani said he is finding it difficult to get information out of Satra.

Broadcasting Jan 31 1977
Book after book*
WHN has consistently been
one of the three
most popular
radio stations in
America's No. 1
market among
Adults 25-49 all week long!

*New York Arbitron, 5 survey average of Oct-Nov '75, Jan-Feb '76, Apr-May '76, Jul-Aug '76, Oct-Nov '76, AQH, TSA, 6:00 AM - 12:00 Midnight.
All data are estimates and subject to survey limitations.
Coca-Cola □ Beverage company is scheduling four-week TV push for Minute Maid chilled orange juice beginning in mid-February. Marschalk, New York, is seeking slots during day and fringe-time hours to reach women, 25-54.

Swift □ Food company is arranging four-week radio campaign for Brown and Serve sausages beginning in February. William Esty Company, New York, is setting spots in upstate New York, aiming at women, 25-49.

General Motors □ Chevrolet's Nova gets three-week TV drive in California. Campbell-Ewald, Detroit, is scheduling spots during fringe-time viewing to reach men, 18-49.

Chesebrough-Ponds □ Company will test Vaseline Intensive Care shampoo in three TV flights beginning in March, April and June. Ogilvy & Mather, New York, will run tests four-to-six weeks in four markets during day and prime-time hours to reach women of all ages.

Renault □ Foreign car manufacturer has radio spot campaign set to begin in February. Marsteller, New York, will handle radio spots in 20 markets, including Washington and Philadelphia, to reach adults, 18-24.

Braniff □ Airlines has 18-week radio spot drive planned for early February. Dillon, Gordon, Hawkey, Shott, New York, will place radio spots in 17 markets to reach men, 25-49.

Nabisco □ Food manufacturer is mapping two-week TV drive for Premium saltine crackers in mid-February. William Esty, New York, is seeking TV spots during day and fringe time hours to reach women, 18-54.

Dunkin Donuts □ Donut chain has TV promotion planned for late February for two-to-three weeks. Vitt Media International, New York, is setting spots in 10 markets during fringe and weekend time slots. Spots are geared to children.

American Express □ Thirty-one week spot-radio drive for American Express travelers checks beginning in early February is being set up by Ogilvy & Mather, New York. Spots in seven major markets, including Boston, Los Angeles and Chicago, seeks men, 25-54.

Kinney □ Major shoe manufacturer is scheduling three spot- TV flights beginning in March, May and June for three-to-four weeks each. Sawdon & Bess, New York, will arrange TV spots during fringe time to reach adults, 18-49.

ITT Continental Baking □ Company has six-week spot- TV drive planned for its Proclaim bread in mid-February. Grey Advertising, New York, will place TV spots in day and fringe-time hours to reach women, 25-49.

Underwood □ Accent, flavoring used for food, will be promoted in four-to-five week spot- TV campaign set for late February. Kenyon & Eckhardt Advertising, New York, will place spots in 20 markets, during fringe and prime-time hours.

Women, 18-49, are demographic target.

Hormel □ Meat manufacturer is planning four-week radio campaign for late February. Creamer/FSR, New York, seeks radio spots in 10 Northeastern markets. Demographic target is women, 25-64.

Hanes □ May Queen pantyhose will get eight-week TV campaign starting in February. Long, Haymes & Carr, Winston-Salem, N.C., will seek TV spots in 30 markets, during fringe and news time. Women, 18-49, are demographic target.

Kem □ Division of Sherwin-Williams is planning spot- TV drive in early March featuring Kem paints. Wyse Advertising, Cleveland, will place TV spots in selected markets during fringe and prime-time slots to reach adults, 25-49.

Quaker Oats □ Four-week TV promotion for Celeste Pizza will start in mid-February. House agency, Adcom, Chicago, is scheduling TV spots in fringe-time to reach women, 18-49.

Riceland Foods □ Company plans four-week TV drive for rice in mid-February. Noble-Dury & Associates, Nashville, will arrange TV spots in 12 markets, during fringe, day, prime and news times to reach women, 25-64.

Stroh Brewery □ Detroit-based beer company is planning 52-week TV spot promotion for beer starting in early April. Doyle Dane Bernbach, New York, will schedule TV spots in 30 markets during fringe, special and prime-time periods. Demographic target is men, 18-49.

Del Monte □ Food company has two-week TV drive set for pickles starting in late March. McCann-Erickson, Los Angeles, will seek TV spots during the daytime hours to reach women, 18-49.

Midland Ross □ Automotive parts manufacturer is slating eight-week TV promotion for trucking industry beginning in early February. Klock Advertising, Hazel Park, Mich., will handle TV spots in about 40 markets during news and fringe-time periods to reach men of all ages.

Stella Doro □ Bakery company is scheduling six-week TV campaign for a variety of its baked goods to begin mid-February. Firestone & Associates, New York, is placing TV spots during daytime viewing hours, zeroing in on women, 25-49.

Erricson □ Telephone business system is readying four-week spot-radio drive in mid-February. Chollick and Associates, New York, is placing spots in Boston to

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### BAR reports television-network sales as of Jan. 9

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<th>Total dollars week ended Jan. 9</th>
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Source: Broadcast Advertisers Reports

Broadcasting Jan 31 1977 11
Rep appointments

□ WRIT(AM)-WBCS(AM) Milwaukee; Buckley Radio Sales, New York.
□ KWLJ(AM)-KBGM(AM) Portland, Ore.: Christal, New York.
□ CFOX(AM) Pointe Claire, Quebec: Andy McDermott Broadcast Sales, Toronto.

reach men, 35 and over.

Sea Pack □ Company plans four-week TV push featuring its Shrimp In Batter starting in late February. Healy- Shutte Advertising, Buffalo, N.Y., will schedule TV spots during evening and late fringe periods.

Bernhard Haldane □ Career counseling firm has one-week radio campaign set for early February. Berenson & Isham, Boston, is aiming spots in three markets to reach men, 25-49.

Land O’ Lakes □ Dairy manufacturer has four-week TV push planned for butter at the end of February. Campbell-Mithun, Minneapolis, will place TV spots in eight markets. Women, 25-54, are target of late evening fringe-time spots.

Herfy’s □ Restaurant chain division of Campbell Soup is readying four-week spot TV campaign starting in late February. Lewis & Gilman, Philadelphia, will handle TV spots in three markets to reach men and women, 18-34.

Regina □ Vacuum cleaner company will spotlight its Regina electric broom in two-week spot TV campaign beginning in early March. Hicks & Greist, New York, will set TV spots in two markets in fringe and daytime periods to zero in on all women.

Topps □ Chewing gum company is planning four-week TV campaign for mid-March. Children, 6-11, are targets of spots being placed by Hicks & Greist, New York, in fringe and weekend time.

West Bend □ Appliance firm takes three one-week TV flights for its products starting in late March and in early and late April. Mission Argyle Productions, Los Angeles, will place TV spots during fringe and daytime hours to reach women, 25-54.

Eureka Tents □ Company plans 10-week spot-TV drive for its recreational tents beginning in early April. Baxter Advertising, Minneapolis, will schedule TV spots in 15 markets during special-time viewing hours to reach adults, 18-49.

Wonder Grow □ Lawn care company places two TV flights for six weeks and in June for eight weeks. Desmond & Associates, Oak Park, Mich., will place TV spots during fringe and daytime periods, mainly in Michigan. Adults, 25-49, are demographic target.

Libby Glass □ Company is readying TV promotion for Libby glassware in late April. Ross Roy, Detroit, will seek fringe and daytime viewing hours for TV spots, geared to women, 18-49.

J.P. Stevens □ Fruit of the Loom, hosiery division, has three-week TV campaign set for its pantyhose beginning in early April. Clyde Company, New York, will place spots during day and fringe time in 22 markets, aiming to reach women, 25-54.

Estee Lauder □ Major cosmetic firm is readying two-week spot TV promotion, starting in mid-March, for its Great Effects cosmetic kit. ABC Television, New York, will seek spots during fringe and prime-time periods, geared to reach women, 25-54.

Murphy Phoenix □ Company plans 12-week TV drive for Murphy’s oil soap late in February. Women, 18-49, are target of spots being scheduled in day, fringe and prime-time periods. Mcclure & Fewsith, Cleveland, is placing spots in 12 markets.

Savin □ Office copiers and supplies firm will devote two flights to its for business machines in May and June for two weeks. Western International Media, New York, will set TV spots in fringe and news-hours hours, zeroing in on men, 35 and over.

Pearson Candies □ Division of ITT Continental Baking will launch eight-week spot-radio campaign for Pearson candies beginning in early April. Grey-North, Chicago, will place spots in Midwestern markets during afternoon and evening listening time to reach adults, 12-34.

O.M. Scott & Sons □ Lawn and seed product firm will take two TV flights for Scott turf builder beginning early March for eight weeks and again in early May for 12 weeks. Doyle Dane Bernbach, New York, will schedule TV spots during early and late fringe time in 30 markets to reach men, 25-54.
FRIDAY NIGHT
CHAMPIONSHIP FIGHTS ARE BACK!*  

BERNARDO MERCARDO • TOM BETHEA
RODNEY BOBICK • VITO ANTOFERO
ALVARO “YAQUI” LOPEZ • BILLY BACKUS
EUGENE “CYCLONE” HART • EDDIE BROOKS
JOE ALEXANDER • TONY CHIAVERINI • WILLIE
WARREN • VINNIE CURTO • KEVIN MORGAN
MIGUEL BARRETO • ADOLPH VIRUET • LONNIE
BENNET • MATTHEW FRANKLIN • GLEN MORGAN
BOB STEWART • MARVIN JOHNSON • MIKE WEAVER
OSVALDO OCASIO • TOMMY EVANS • BILL SHARKEY
YOUNG SANFORD • EDDIE GREGORY • SAMMY NETSITH
JIMMY JACKSON • GREG JOHNSON • RANDY NEUMAN

WHO WILL BE THE NEW CHAMPIONS?

*BACK WITH NEW INNOVATIONS

ALL NEW
* SUPER HEAVYWEIGHT DIVISION
* ROUND BY ROUND SCORING
* VICTOROUND—NO DRAW SCORING

PLUS: BLOW BY BLOW BY "MR. BOXING"—DON DUNPHY

TUNE INTO A HIGHER SHARE OF YOUR MARKET! (Live or DBI)
Truth of the matter: seven myths about advertising in 1977

I think the reason so many of us are not very good about figuring out what's right about tomorrow is that we're so wrong about what is going on today. So I'd like to tick off seven myths about advertising that are dead wrong. And because they are dead wrong right now, the chances are excellent that they will be dead wrong tomorrow.

- **Advertising costs are growing far faster than other costs of living.**
  
  Wrong.
  
  Now it is true that advertising costs—particularly those of newspaper and TV—took a big jump in 1976. Newspapers went up 22% and network TV went up 16%. Spot TV went up 20% and daytime TV went up 23%.
  
  But one jump in TV doesn't make a trend. If you go back 10 years, you will find that media costs—even including those in soaring '76—don't compare too badly with other price increases. On an index basis, with 1967 as 100, the cost of food is now 179. On the same basis, the cost of all media is 179. The gross national product is 196.
  
  All of those figures are horrible, but the fact is that media aren't a much bigger mess than anything else.

- **Advertising is so expensive, pretty soon we won't be able to afford it.**
  
  Wrong.
  
  The fact is that advertising has hovered around 2% of the gross national product for the past 35 years. To be specific, it was 2.34% of GNP in 1935 and 1.87% of GNP in 1975. That's a drop of 20% in the relative cost of advertising over all these years. And even if you allow for the jump in media costs in recent months, total advertising expenditures would still be about 2% of GNP—a far cry from unaffordable.

- **Clutter is ruining the effectiveness of advertising.**
  
  Wrong.
  
  The main thing that cluttered up TV is that the cost of running 60-second commercials got so high that virtually everybody went to 30's. For all practical purposes, therefore, between 1965 and 1975 the number of TV commercials doubled. We had the same old dog programs, but the commercials had puppies.
  
  So all this clutter is making TV less effective, right?

  Wrong.
  
  In 1965 an average of 22 out of every 100 people could remember a specific 30-second TV commercial that they had seen the night before. Today there are roughly twice as many commercials as there were in 1965, and the number of people who can remember last night's 30-second commercial is 24%. So clutter has magically improved recall by 10%.

- **Media costs are going up as much in 1977 as they did in 1976.**
  
  Wrong.
  
  The latest estimates are for prime-time TV to go up around 10% and for spot TV to go up around 5% to 7%. Three months ago, the figures were twice that high and there was a tremendous rush to buy this stuff—which can now sell as high as $4,000 a second—before it got really expensive and only the Arabs could afford it. Now there is an overswing the other way.

- **Many people are saying that the bottom is going to drop out of media because the economy is so bad.**
  
  Wrong.
  
  The economy is not in all that horrible a shape. We've got about 62% of the population working. And that's only a half a point under the 25-year high.
  
  Personal savings are at $90 billion—not far from double what they were five years ago. Inventories are about as low as they were in 1972 with only minor exceptions. Corporate profits are up and interest rates are at a three-year low.
  
  Things weren't a whole lot better in Camelot. The only thing we could stand is perhaps two more points in unemployment—and a much better stock market. My own personal broker says the market is going to 1200 and that that will be an all-time high. He's wrong. To equal the 977 high of '77—plus inflation—the market would have to go to 1711.
  
  If it does, which I rather doubt, the price of media will be pretty high, but you'll be able to afford it.

- **There will be a new trend to more local advertising.**
  
  Wrong.
  
  The trend has always been to local advertising. Over the last five years, advertising in local media has gone up 58% while advertising in national media has gone up 36%. All we are going to see is a continuation of this trend—plus more advertising copy addressed to any local habits that are odd, unusual or best of all—profitable.

- **Since TV is the best medium, the more TV used, the better the media plan is.**
  
  Wrong.
  
  What you have to know here is that all products have heavy users.
  
  Let's take that universal favorite, toilet paper. You probably thought that all people use the same amount of toilet paper. Well, that's wrong. The fact is that 20% of the homes use 40% of the toilet paper. It is also a fact that 20% of the homes watch 45% of all the TV that gets watched.
  
  Now it would be wonderful for media buyers if the 20% of the people who bought all that toilet paper also watched all that TV. Unfortunately, they don't. The 20% who watch 45% of TV only buy 20% of toilet paper.
  
  These same kind of figures also hold up for newspapers, magazines and radio. In each media about 20% of the people do 40% to 50% of the viewing, listening or reading—but you've got to remember two things: First, the 20% who view all the TV aren't the same 20% who read all the magazines—they have to sleep some time. And second, the various 20 percentages who gobble up 40% to 50% of the various media don't gobble up 40% to 50% of anything else.
  
  So, for instance, if we advertise on TV only, or in newspapers only, what we are doing is piling a lot of media weight against people who are not better than average purchasers of most products. Worse, still, we have virtually ignored the light TV viewer or newspaper reader who is as good a customer as anybody else.
  
  The simple way to avoid this, unless you're really broke, is to consider buying at least two advertising vehicles that might spread your costs across your prospective buyers much more efficiently.
  
  And stop worrying about tomorrow. Figure out what's going on today; that's pretty much what tomorrow will be like.
PROUDLY ADDS ANOTHER OF AMERICA'S FINEST STATIONS TO ITS SELECT LIST OF CLIENTS:

WDEE DETROIT
A Globe Broadcasting Company Station

The quality of the select list concept is best reflected by the clients represented.

WSB AM/FM  WJW  KOAX  WPTF/WQDR
WGY/WGFM  WAIT  WTMJ/WKTI  KOIT
WJIB  KTRH/KLOL  WHN  WHAM/WHFM
WAPI AM/FM  KMBZ/KMBR  WTAR/WKEZ  WSYR
WSOC AM/FM  KFI/KOST  KFAB/KGOR  WTIC AM/FM
WHIO AM/FM  WSM AM/FM  WIOD/WAIA  WWSH
WLIF  WIL AM/FM  KWJJ/KJIB

The Chrystal Company
919 Third Avenue, New York, N.Y. 10022
212-686-4414  Robert J. Duffy, President
This week
Jan. 31—FCC's deadline for comments on amendment of cable television rules to reduce filing requirements for certificates of compliance and to modify or eliminate franchise standards (Docket 21002). Replies are due March 2, FCC, Washington.
Feb. 1—Television Bureau of Advertising regional seminar, Benson hotel, Portland, Ore.
Feb. 1—Deadline for entries for Janus Awards of Mortgage Bankers Association of America, conferred annually for excellence in financial news programming during the 1976 calendar year. Eligible are all networks or radio and television stations and cable-TV stations. Entry forms and further information: Public relations department, MSBA, 1125 15th Street, N.W., Washington 20005; (202) 785-9333.
Feb. 1—Radio Advertising Bureau sales clinic, Sheraton Jetport Inn, Orlando, Fla.
Feb. 2—Radio Advertising Bureau sales clinic, Atlanta Airport Hilton, Atlanta.
Feb. 2-3—Association of National Advertisers joint workshops on television (Wednesday) and media (Thursday). Plaza hotel, New York.
Feb. 3—Television Bureau of Advertising regional seminar, Marriott, Denver.
Feb. 3—Radio Advertising Bureau sales clinic. The Hilton Inn, Greensboro, N.C.

Also in February
Feb. 7—FCC's new deadline for comments on proposed changes in international radio regulations to be presented at 1979 World Administrative Radio Conference of the International Telecommunications Union (Docket 20771). Replies are due Feb. 25, FCC, Washington.
Feb. 7-8—American Women in Radio and Television's educational foundation board of trustees meeting, Hyatt Union Square, San Francisco.
Feb. 7-8—South Carolina Cable Television Association annual convention, Wade Hampton hotel, Columbia.
Feb. 7-11—National Association of Broadcasters annual engineering/management development seminars, Purdue University, West Lafayette, Ind.
Feb. 8—Meeting of Boston/New England chapter of National Academy of Television Arts and Sciences. 57 Restaurant, Boston.
Feb. 9—Ohio Association of Broadcasters legislative dinner. Columbus Sheraton, Columbus.
Feb. 11—Mutual Broadcasting System's agency-advertiser luncheon presentation, "The Feeling is Mutual." Stouffer's, St. Louis.
Feb. 14—FCC's deadline for filing comments on cable television syndicated program exclusivity rules and their effect on viewing public (Docket 20983). Replies are due March 16. FCC, Washington.
Feb. 14-15—National Cable Television Association board meeting. San Piper Bay, Port St. Lucie, Fla.
Feb. 15—National Parent Teachers Association regional public hearing on television violence. Sheraton Hartford hotel, Hartford, Conn.
Feb. 15—FCC's deadline for comments on proposed rulemaking to reduce noise level in UHF receivers (Docket 21010). Replies are due March 31. FCC, Washington.
Feb. 16—Mutual Broadcasting System's agency-advertiser luncheon presentation, "The Feeling is Mutual." The Sheraton Ritz, Minneapolis.
Feb. 16-19—International Conference on film, theater, video of Center for Twentieth Century Studies, The University of Wisconsin, Milwaukee. Contact: Michel Benamou, director. CTCs, PO. Box 413, Milwaukee 53201.
Feb. 17-18—Workshop on financial and legal prob-

Feb. 4—Mutual Broadcasting System's agency-advertiser luncheon presentation, "The Feeling is Mutual." Site to be determined, Houston.
Feb. 4-5—Northwest Broadcast News Association annual seminar. Sheraton Ritz hotel, Minneapolis.
Feb. 4-6—American Women in Radio and Television's national board of directors meeting. Hyatt Union Square, San Francisco.
Feb. 8-8—Public Broadcasting Services annual membership meeting, Hyatt Regency hotel, Atlanta.
Feb. 8-11—Institute for Performance Improvement seminars on communications law first session (Feb. 8-9) will explore significant legal developments affecting commercial AM, FM and TV. Second seminar (Feb. 9-11) will concentrate on legal background, current problems and prospects for new technologies. On seminars' faculty: Seymour M. Chase, Federal Communications Association; Henry G. Fishclue, Pike & Fischer Radio Regulation; Robert L. Schmidt, president, National Cable Television Association; John P. Bankson Jr., FCBA president; and Henry W. Harris, Cox Cable Communications. Woodbridge Condominium and Conference Center of Snowmass, Colo.

Datebook

Major meetings
Feb. 6-8—Public Broadcasting Service annual membership meeting, Hyatt Regency hotel, Atlanta.
Feb. 1-12—National Association of Television Program Executives 14th annual conference. Fontainebleau hotel, Miami. 1978 conference is scheduled for Los Angeles.
April 17-20—National Cable Television Association annual convention, Conrad Hilton, Chicago.
April 27-May 1—American Women in Radio and Television 26th annual convention. Radisson Downtown hotel, Minneapolis.
June 2-4—Associated Press Broadcasters annual meeting, Chase Park Plaza, St. Louis.
June 11-16—Broadcast Promotion Association 220 annual seminar. Beverly Hilton hotel, Los Angeles. 1978 convention will be June 17-20, Radisson Downtown, Minneapolis; 1979 convention will be June 9-14, Queen Elizabeth hotel, Montreal.
Sept. 15-17—Radio Television News Directors Association international conference. Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel Sept. 12-16; 1979 conference at site to be designated in Chicago.
Sept. 18-21—Institute of Broadcasting Financial Management 17th annual conference. Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas; 1979 conference will be in New York Sept. 16-19.
Nov. 14-16—Television Bureau of Advertising annual meeting, Hyatt Regency hotel, San Francisco.
Nov. 15-20—National convention of The Society of Professional Journalists, Sigma Delta Chi, Renaissance Center, Detroit.

Broadcasting Jan 31 1977
The world comes to Byron in Washington for fastest, finest quality video tape and film services. So join the club!
Story-telling is meant for listening.

Starting February 5, "General Mills Radio Adventure Theater" will dramatize the most "listenable" tales of great story-tellers past and present. On the CBS Radio Drama Network. Exciting, different stories, every Saturday and Sunday, with Tom Bosley as host. They're stories that unfold most vividly on the stage of the imagination. The listener travels to faraway places, feels the presence of buccaneers and beauties, braves perilous worlds of the future.


It's a massive project in scriptwriting and dramatic production. It attracts writers with sparkling gifts of visual language, and performers with talents for the voice-transmission of character, mood, and motion.

Story-telling on radio wins active involvement beyond giving listeners many parts to play. It whets the appetite for more. It can stir youngsters to read the stories—and thus open up literature to them.

"Radio Adventure Theater" is the latest innovation from CBS Radio. Other notable successes include the Peabody Award-winning "CBS Radio Mystery Theater," "Round-the-Clock News," year-round "Sports Spectaculars," and "Weekend Specials." All for radio's multi-million action-loving listeners at home, on holiday, and on the road.

See and feel the excitement of "Radio Adventure Theater." Just listen.
Man and phenomenon. It was "Roots Week" in New York last week—and considering the ratings that series achieved on ABC-TV—in much of the country as well. Mayor Abraham Beame presented the proclamation to author Alex Haley (l) and Anthony Thomopoulos (r), vice president of ABC Television. At right, John Amos, who played the adult Kunta Kinte, and Madge Sinclair, who played Belle.

'Roots' biggest event in TV entertainment history

ABC-TV's eight-day telecast of Roots erupted into a cultural event of the first magnitude and, over the course of its 12 hours, the most-watched program in the history of television.

Last Tuesday's episode (Jan. 25, 10-11 p.m.) logged a 44.8 rating and 68 share in reaching 31.9 million homes, making it the third highest rated program ever, behind "Gone With the Wind" Part I (33.96 million homes) and Part II (33.75 million homes).

The Monday episode of Roots (9-11 p.m.) delivered a 44.0 rating and 62 share (31.3 million homes) and as of last Friday was the fifth highest rated program in history (the most recent Super Bowl, with 31.6 million homes, was fourth). Wednesday's episode (10-11 p.m.), the last for which ratings were available at press time, came up with a 43.8 rating and 66 share (31.2 million homes) and was the sixth highest rated program ever. The first episode, from 9 to 11 p.m. on Jan. 23, was ninth, with a 40.5 rating and 51 share and 28.8 million homes.

Even more significant to some network researchers was the fact that Roots was attracting people who don't normally watch television—the over-all homes-using-television (HUT) levels were up that first Sunday by 6% over the comparable Sunday a year ago, according to ABC statisticians. On Monday, the jump was 11% over a year ago, and on Tuesday 9%.

When the ratings of Roots began coming in, the happiest man on Madison Avenue may have been Arnie Simpsky, the vice president and associate media director for network television at Grey Advertising, whose client, B.F. Goodrich, ended up being the only advertiser with a spot in each of the eight nights. "We were simply looking for impactful, above-the-normal type programing to keep the momentum going for Goodrich's new 1977 campaign, which was introduced on the Super Bowl," Mr. Simpsky said. "As it turns out, we've probably made the most opportunistic buy in TV history." He laughs now over the "slight premium" ABC asked Goodrich to pay when it made the buy late last year. Goodrich paid about $120,000 for each of its minutes in Roots, compared to the average of $85,000 to $90,000 for a typical prime-time minute in January.

"I figured Roots would get a 32 or 33 share—a respectable number," said Jack Otter, the vice president and director of network programming at SSC&B, who locked out with a couple of Cover Girl spots in the telecast. Another agency executive said, "ABC really didn't know which way the rating would go—that's why it didn't put Roots in the February sweep period."

That lack of foresight on ABC's part may be the one consolation to CBS and NBC, on the theory of what-can-ABC-do-for-an-encore in the February sweeps, when all three networks will be slugging it out with hit movies, big specials and as much series episode stuffing as their budgets will permit. Nevertheless, the past eight nights have helped push ABC into a season-to-date lead over CBS and NBC that industry insiders say will make it impregnable for the rest of the 1976-77 prime-time season.

More originals, fewer reruns resulting from new TV pattern

All three networks have put rigid 'seasons' behind them, adopt way of life that ABC's Pierce calls 'a living schedule'; repeats could fall off by as much as 10% over-all; a midseason look at what's coming

The days when ABC, CBS and NBC would make one set of midseason changes in their prime-time schedules, usually in January, are slowly becoming a memory.

Fred Pierce, the president of ABC-TV, says that the prime-time line-ups have now evolved into "a living schedule." The three networks haven't firmed up all of their March and April—and even summer—replacements yet, but the rerun load could end up being cut back by as much as 10% this year, which all of the network programmers point to as a boon to viewers.

The season started in its unorthodox direction last August when both ABC and NBC tore up their fall schedules a few weeks before the season started—the first time that kind of maneuvering had ever happened so late in the summer.

Then, before the season was a month old, the networks started canceling the sure losers. ABC dumped Cos and Mr. T and Tina, CBS pink-slipped Spencer's Pilots, Ball Four and Doc, and NBC flushed away The Gemini Man and The Wednesday World Premiere Movie.

CBS probably offers the best 1976-77 example of how network strategies have moved light years beyond the old fall-season/second-season way of doing things. By mid-October of 1976, CBS had announced that a new series of Wednesday-night movies would begin on Nov. 10 to fill a two-hour hole caused by cancellations, and it completely reshuffled its Wednesday and Saturday line-ups for November. This turned out to be only the prelude to further major reshufflings by CBS—third season changes, as it were—that took effect this month.

And, just last week, CBS announced that Lorimar Productions' Hunter, an action-adventure series starring James Franciscus, will replace Executive Suite (Friday, 10-11 p.m., NYT) some time next month. Bud Grant, CBS's programing vice presi-
dent, said further that two new series would find their way onto the prime-time schedule in March: 20th Century-Fox Television’s ‘Nashville’ 99, which CBS-TV’s president, Robert Wussler, has described as “Hawaii Five-O, only shot in Nashville,” and ‘Here We Are,’ a sitcom, also out of 20th Century-Fox. At least four 60-minute episodes of the former and six half-hour episodes of the latter will begin running off in March, the specific time periods still to be announced.

The likelihood, however, is that these two series could end up replacing canceled shows moving into through time periods, where the competition is solidly entrenched. ABC, by contrast, according to both Mr. Pierce and Fred Silverman, the president of ABC Entertainment, has scheduled a batch of March shows that are expected to be placed in time periods that are delivering decent numbers for ABC instead of being substituted for canceled series. One example is Lorimar’s ‘Eight Is Enough,’ a “Cheaper by the Dozen”-type family comedy, which replaces ‘The Captain and Tennille’ (Monday, 8-9 p.m.) for six or seven weeks beginning in March. ‘The Captain and Tennille’ has averaged a 29 share over the last four months, which makes it marginal, but it’s not getting swamped by the competition.

Mr. Pierce said that ABC will go with two-hour episodes of MGM TV’s ‘How the West Was Won’ in the Monday-9 time period, where football established a 36-share dominance during the fourth quarter. And in March, ABC moves ‘Most Wanted’ from Saturday to Monday at 9 and a new comedy-melodrama about lawyers from Columbia Pictures Television, ‘Feather and Father,’ at 10. ‘Most Wanted,’ which has averaged a respectable 30 share on Saturday (10-11 p.m.), will be replaced in March by Larry Gordon Productions’ ‘Dog and Cat,’ a cop series that will be laced with humor.

Two other March premieres on ABC are Martin Starger Productions’ ‘Westside Medical,’ a young-doctors series, and Paramount Television’s ‘Future Cop,’ a tongue-in-cheek police show. Mr. Starger will film 12 hours of ‘Westside Medical,’ according to Mr. Pierce, and it will go into a 10 o’clock time period, possibly on Thursday (where Streets of San Francisco has averaged a 32 share). ‘Future Cop,’ Mr. Pierce said, will probably be done in five telecasts, one of two hours’ length and the rest one hour each, to be slotted in the schedule at different times on different nights, the way ABC plays off its ‘Wonder Woman’ hours, which average in the high 20’s.

“That’s significantly more original programing than ABC has presented in the past,” said Mr. Pierce. He also noted that a hit series or two could emerge from this late-winter experimentation, harking back to the precedent set by ABC in March of 1976, when it ran six hours of Spelling-Goldberg’s ‘Family’ instead of six Marcus Welby reruns.

The ratings of ‘Family’ at that time were so encouraging, Mr. Pierce continued, that ABC put it on the fall schedule (Tuesday, 10-11 p.m.), where it has averaged a solid 32 share, consistently winning its time period.

ABC’s executive vice president for programing, Irwin Segelstein, plays his cards closer to the vest than his counterparts at ABC and CBS. But because NBC has stocked up on event-type programing and movies and specials, it’s been able to postpone most of its major changes to February. All but one of NBC’s moves are restricted to Wednesday and Thursday (the exception being Universal’s ‘Quincy,’ which will stop rotating in the Sunday Mystery-Serpetto time period on Friday at 10 p.m.).

On Wednesday, two new 60-minute series, ‘The Life and Times of Grizzly Adams’ (from Sunn Classics) at 8 and Quinn Martin’s ‘Tales of the Unexpected’ at 10, will be sandwiched around two NBC sitcoms that premiered last month to blash ratings, ‘CPO Sharkey and ‘The McLean Stevenson Show.’ On Thursday, NBC leads off with a science-fiction hour from Columbia Pictures Television, ‘Fantastic Journey,’ and will fill the rest of the evening, for the time being, with two-hour episodes of its moderately successful Best Sellers series from Universal. ‘Seventh Avenue’ will play off its six hours in three parts, beginning Feb. 10, and the five-hour Rhinemann Exchange will go two hours/one hour/two hours over three separate Thursdays, starting in March.

A Universal series with a newspaper setting—‘Kingston,’ starring Raymond Burr—is now in production, according to Mr. Segelstein, with 13 episodes scheduled to begin on the air later this winter, in a time period to be announced. NBC has ordered Herb Socoloff and Tal/JH-B Productions to begin work on four two-hour episodes of ‘The Man from Atlantis,’ a “Stranger in a Strange Land”-type fantasy-adventure series, which could be scheduled in March or April if some of NBC’s February replacements fail to ignite the mass audience. Mr. Segelstein said he also has had one or two ideas that could be readied for telecasting later this winter but he refused to go into detail.

**NAB sets sights for the year and for the years ahead**

Boards meet in Maui, establish short- and long-range goals for association; tentative approval given for appeal of FX decision

In four days of meetings and with minimal controversy, the radio, TV and joint boards of the National Association of Broadcasters last week approved a new set of goals and objectives for the association and sanctioned plans already in motion for decreasing the amount of sex and violence on television.

The table of goals is the culmination of a year of work by a reform task force (the NAB executive committee plus four other broadcasters) formed after complaints aired at the winter meeting a year ago that the association lacks direction and effectiveness.

Meeting in Maui, Hawaii, the NAB joint board was still working at deadline Friday on the list of goals. A working draft comprised nine long-range and 26 short-range goals. The nine long-range objectives for the most part reaffirm directions the association is already taking. They include aims such as: representing the industry before Congress, the courts and government agencies; assisting stations and networks in resisting government instructions into broadcast programing, news and advertising; achieving a better understanding by the public about the operation of free broadcast, and maintaining the NAB as a strong national organization.

The short-term goals for 1977 are far more specific and include, for examples: participating in the House Communications Subcommitte’s planned rewrite of the Communications Act; pressing Congress for license-renewal legislation, particularly for a longer license term; seeking refund of all FCC fees; taking the “most aggressive attitude in press relations” to improve the industry’s image; more actively taking free broadcasting’s case to the public; seeking additional sponsors for bills in both houses of Congress to repeal the fairness doctrine; seeking approval in Congress for broadcast coverage of House and Senate floor proceedings; increasing NAB’s membership beyond the present 4,946 radio and TV members; seeking improvement of the quality of audience measurement, and maintaining a system of voluntary self-regulation.

The boards tentatively gave their approval for NAB to proceed with an appeal of the decision of the U.S. district court in Los Angeles that struck down industry-enforced family viewing as an infringement of the First Amendment. The court appeal is only half of the association’s reaction to the decision by Judge Warren Ferguson, however. The other half is a reaffirmation by the TV board of the TV code—with program guides. The TV board passed a resolution in which the board “reaffirms its support for a strong TV code, including revised and strengthened advisory program guidelines within the limits of its authorizability.”

The vote was unanimous, with one abstention from Peter Kenney, NBC Washington vice president. Privately, Mr. Kenney suggested there is ambiguity in a resolve to strengthen the code, when the board at the same time gave assurances that enforcement would be left strictly to the individual stations.

NAB General Counsel Erwin Krasnow said the resolution is consistent with Judge Ferguson’s decision, however. He added that the TV board would try to formulate more specific guidelines on programing.
"with increased input from all segments of the broadcasting industry, the creative community and the public."

It was expected that there would be more discussion about family viewing at the joint board's final meeting Friday, including the decision to appeal. Three board members—David Scribner of Doubleday Broadcasting, Dallas; Forest Amsden of KGW-AM Portland, Ore., and Ben Laird of WDUZ-AM-FM Green Bay, Wis.—dissented from that decision. Mr. Scribner has argued in the past Judge Ferguson's decision gave broadcasters the freedom they seek to program for their own communities. He obtained a vote from the radio board Thursday to reopen discussion on the appeal question and said before the meeting Friday that his fight was not over yet.

In the first three days of meetings, the board laid the groundwork for radically altered convention plans. The first move by the joint board was to scrap plans for a separate radio program meeting by the original staff set for Los Angeles in September. On Friday the board was considering—instead of a seminar chiefly for radio programers, as under the current staff plan—to combine the program meeting with an annual convention in 1978 extended from the current three days to five days. Under the fixed arrangement, the industry would hold joint meetings one day, radio managers would meet for two and TV would meet for two.

It was suggested that a programming seminar also be included in the TV program of the convention, an indication of NAB's intention to try to bring back the business of the program syndicators it lost several years ago to the annual conference of the National Association of Television Program Executives.

In other actions taken or approved:

The joint board was expected to approve a statement of principles for the association to present the House Communications Subcommittee as it underakes its rewrite of the Communications Act of 1934. The document restates familiar NAB positions on free broadcasting, cable TV, government intrusion into broadcast programing, the First Amendment, and the general posture that "a broadcasting system that is working well and will continue to grow and improve needs no basic change of structure to improve already superior public service." It says the current act is "fundamentally defective," only as it "infringes upon the journalistic discretion of broadcasters."


The radio board created a medium-market radio committee to represent radio sta-

**Problems, problems.** NAB performed its own ascertainment survey of industry problems before the joint board in Hawaii last week passed a set goals and objectives for the future. The 447 respondents to the questionnaire demonstrated that radio and TV managers see the industry differently: TV listed cable as the biggest problem, while radio listed over-regulation. The tally in the right-hand column of the following summary are often greater than the sum of radio and TV answers because they include responses from NAB staff and state association presidents.

<table>
<thead>
<tr>
<th>Problem</th>
<th>by-over-all rank</th>
<th>Mentions from TV</th>
<th>Radio</th>
<th>Over-all</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Overregulation need deregulation</td>
<td>42</td>
<td>372</td>
<td>425</td>
<td></td>
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<tr>
<td>(specific problems include paperwork, ascertainment, EEO rules, outdated technical rules, operator licensing, restrictions on power, others)</td>
<td></td>
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<tr>
<td>2. License renewal legislation needed</td>
<td>22</td>
<td>151</td>
<td>185</td>
<td></td>
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<tr>
<td>(respondents emphasized term over stability)</td>
<td></td>
<td></td>
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<tr>
<td>3. First Amendment (fairness doctrine. equal time)</td>
<td>23</td>
<td>103</td>
<td>136</td>
<td></td>
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<tr>
<td>4. Impact of cable pay TV</td>
<td>53</td>
<td>33</td>
<td>103</td>
<td></td>
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<tr>
<td>5. Expenses/inflation</td>
<td>5</td>
<td>60</td>
<td>73</td>
<td></td>
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<tr>
<td>6. Need better program self-regulation</td>
<td>19</td>
<td>23</td>
<td>48</td>
<td></td>
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<tr>
<td>(specific problems include sex and violence and record lyrics)</td>
<td></td>
<td></td>
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<tr>
<td>7. Competition lack of coordination among industry groups</td>
<td>9</td>
<td>34</td>
<td>48</td>
<td></td>
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<tr>
<td>8. Audience measurement (accuracy need alternative radio service)</td>
<td>less than 5%</td>
<td>41</td>
<td>47</td>
<td></td>
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<tr>
<td>9. Industry image (need national PR campaign)</td>
<td>10</td>
<td>23</td>
<td>37</td>
<td></td>
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<tr>
<td>10. Government restrictions on advertising</td>
<td>4</td>
<td>23</td>
<td>31</td>
<td></td>
</tr>
<tr>
<td>11. Under recognition by regulators of radio</td>
<td>0</td>
<td>25</td>
<td>25</td>
<td></td>
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<tr>
<td>12. Network domination</td>
<td>16</td>
<td>less than 5%</td>
<td>less than 5%</td>
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</table>

Broadcasting Jan 31, 1977
In Brief

With boom still booming, Television Bureau of Advertising’s board has raised television’s sales goal for 1980 from $8 billion, originally set in 1974, to “in excess of $9 billion.” Preliminary TVB estimate for 1976: $6.7 billion, with 14% increase to $7.6 billion projected for 1977.

President Carter will address nation on radio and television at 10 p.m. Wednesday (Feb. 2), first such appearance since entering White House. Then, on Feb. 7 or 8, he plans to hold news conference. During campaign, Mr. Carter has talked of delivering “fireside chats” if elected, as did President Roosevelt on radio. But White House aides are trying to avoid that term in discussing periodic reports they say President will make. Nonetheless, Wednesday’s remarks—dealing with domestic and foreign policy—will probably be broadcast from “informal” setting in living quarters, probably with fire in fireplace. Aides say they are not locked in on format for future reports, will ask networks for suggestions after “first few.”

American Federation of Television and Radio Artists has reached tentative agreement with TV and radio networks on new contract covering on-air performers, announcers and newsmen. National pact will not be voted upon until local agreements with network owned-and-operated stations are hammered out. Union members have been working without contract since last fall and winter when three-year network pacts expired.

Eugene McCarthy is continuing his effort to establish principle that he, as “major” candidate in 1972 presidential campaign, was entitled to participate in League of Women Voters-sponsored televised debates between Republican Gerald Ford and Democrat Jimmy Carter. He contends that FCC action exempting political debates from equal-time law provided only for exclusion of “fringe,” not “major,” candidates, and is asking U.S. Supreme Court to review case.

Another sore spot has cropped up between Public Broadcasting Service and Corporation for Public Broadcasting—this time over amount of funds that CPB plans to budget for national television production. There are “fundamental problems,” with national programing not getting large enough share, PBS President Larry Grossman told public stations in closed circuit feed. He was joined by CPB President Henry Loomis who outlined budget proposals CPB will present to Congress next Monday and Tuesday (Feb. 7 and 8). Of $170.15 million ceiling on federal funds for fiscal 1978, minimum of $10.9 million and maximum of $13.8 million would be allocated to national programing; 1979, $120.2 million, $12.4 million to $16.7 million. For 1980, Pres. Int. Ford had recommended $115 million ceiling; CPB will ask for $160 million (Washington, Jan. 17). Of $115 million, national TV production would get $160 million to $15.1 million; if $160 million range, would be $19.1 million to $26.2 million. Biggest share of budget goes to support local television and radio stations.

Boards of National Public Radio and Association of Public Radio Stations, meeting last week in Phoenix, agreed to recommend merger. Single organization would have two operating divisions encompassing NPR’s programing and distribution functions and APRS’s representation responsibility; there is now major overlap among NPR’s 200 and APRS’s 117 station members. Belief is that NPR President Lee Frischknecht and APRS President Matthew Coffey would become senior vice presidents in charge of respective divisions but also be considered in search for new chief executive officer. Boards will meet in Washington March 3 to refine proposals, expect to bring merger to vote at annual Public Radio Conference May 3-7 in New Orleans. Target date for merger is no later than October.

On FCC’s February calendar: regional concentration of ownership rule, Feb. 3; House Appropriations Committee hearing, Feb. 8; cable redefinition and proposal of Corporation for Public Broadcasting and Public Broadcasting Service to establish satellite system of program distribution, Feb. 9; fee refunds, comparative license-renewal policy, and wireless microphones, Feb. 10; FCC budget supplemental and cable-radio rulemaking, Feb. 16; VHF drop-ins, Feb. 24.

Former FCC Commissioner Glen O. Robinson, addressing Federal Communications Bar Association Friday (Jan. 28), called for closer look at mobile radio telecommunications that could become “as common as the telephone,” role of postal service in electronic message delivery and regulation of broadband communications. Professor Robinson, now at University of Virginia law school, said that advent of fiber optics puts into question viability of FCC’s cable policies. He chose to "throw a stone or two" at FCC, saying it has "identified too closely with regulated industries and been too quick to regulate. Yet, he said, "for all its ills [FCC] may be the fairest hope for future.

RKO General Inc., which owns approximately 76% of Cablecom-General, cable systems owner, announced it plans to offer $10 cash net per share for remaining Cablecom stock. Cablecom officials said this amounts to about 600,000 shares, which would make it $6 million deal. Tender offer is expected to be made after necessary Securities and Exchange Commission and other filings are completed. Not involved: some 10,750,000 6 1/2% convertible issues outstanding.

Democratic caucus of House Commerce Committee didn’t get around to subcommittee assignments last week, but did re-elect Lionel Van Deerlin (D-Calif.) as subcommittee chairman. Group also re-elected John Moss (D-Calif.) chairman of Investigations Subcommittee and Bob Eckhardt (D-Tex.) chairman of Consumer Protection and Finance Subcommittee.

Broadcasters and cablecasters are coming to rescue of networks forced to shut down by gas shortages and severe winter weather. National Cable Television Association last week sent telegrams to education officials in 17 Midwest and New England states hardest hit, offering local cable access channels for classroom instruction. NCTA set up emergency force in Washington to help school districts make arrangements with local operators. Phone: 202-457-COLD. WBNS-AM-TV Columbus, Ohio, has same idea, proposing to turn radio and TV daytime hours over to school programing beginning Feb. 7. Noncommercial WNAS(FM) and commercial WREY(AM), both New Albany, Ind., are already doing that—WREY is selling its time, five- and one-half hours daily, to school district for slightly under rate card rates.

Lee Currlin, CBS-TV sales administration VP and before that, briefly, network’s programs VP, named to new post of VP, programing, CBS-TV stations division. CBS sources said he will incorporate responsibility for programing for stations handled by E. Hal Hough, named CBS-TV VP, program services. New York (story page 65).

Neil Vander Dussen, division vice president for RCA Broadcast Systems, named division VP and general manager of RCA Commercial Communications Systems. He will be succeeded by J. Edgar Hill, broadcast systems division’s VP-marketing. Andrew F. Inglis, who had headed commercial communications, named president of RCA American Communications Inc. (RCA Americom), operator of domestic satellite system, succeeding Philip Schneider, who takes new post as executive VP, operations and engineering, RCA Americom.

Dr. V.K. Zworykin, 87 and still active although retired as RCA scientist, whose inventions include both iconoscope and kinescope TV tubes, and late Dr. Lee de Forest, pioneer radio inventor, elected to National Inventors Hall of Fame.

Freddie Prinze, co-star of NBC’s high-rated Chico and the Man, shot and critically wounded himself early Friday (Jan. 28) in Los Angeles, according to police. Mr. Prinze, 22, was reportedly despondent over separation from wife. At 2:45 a.m. he called his manager, Marvin Snyder, who arrived at Mr. Prinze’s East Los Angeles apartment about 3 a.m. Mr. Prinze then called several friends and, finally, his estranged wife. When he hung up phone, police said, Mr. Prinze took a small caliber pistol and shot himself through right temple. He was taken to UCLA Medical Center, where he was reported in critical condition and in surgery late Friday. NBC spokesman said four more segments of Chicago are scheduled to be taped this season.
Station sales rise with curve of air billings

More stations sold in 1976 than in any other year as majors take to trading or trading up

More than $290 million was paid out last year in 446 station ownership transfers. The number of stations changing hands was the largest of any year in this decade, but the gross dollar value—$31 million above the 1975 total—was still $17 million below 1974's and $103 million below 1971's all-time record of $393 million (see chart below). By most media brokers' standards 1976 was a good year, and they say 1977 may be their best ever.

The largest broadcasting transaction of the year was the $42,625,000 sale by Kaiser Industries Corp. of its broadcasting subsidiary to Field Enterprises (not yet approved by the FCC, and thus not included in the year's totals). The deal includes KHKK-TV San Francisco; WFLD-TV Chicago; WVLV-TV Boston; WKBS-TV Detroit, and WKBS-TV Philadelphia (all UHF's). Gaylord Broadcasting is paying Kaiser (36%) and United Artists Broadcasting (64%) $10.5 million for WUAB-TV Lorain, Ohio (Cleveland), also a UHF. The FCC approved Kaiser's $1.2-million sale of KCSCT-TV Corona, Calif. (Los Angeles), another UHF, to Oak Broadcasting System. Approval of the Field and Gaylord transactions will close out Kaiser's broadcast portfolio.

Avco Broadcasting Corp. received FCC approval for the three station sales first announced in late 1975. Avco sold WLWT-TV (ch. 5) Cincinnati to Multimedia for $16.3 million and WLWC-TV (ch. 4) Columbus, Ohio, to the Outlet Co.—which owns clear-channel stations and a chain of retail clothing and department stores in the East—for $16.1 million. Queen City Communications Inc., a Cincinnati-based investment group headed by Jay C. Thompson, paid $8.3 million for WLM(AM) Cincinnati, the original piece in Avco's broadcast group. The $40.1-million total of these sales is reflected on the accompanying chart. Avco still retains WTVK (CHAM) Wood River, Ill. (St. Louis), and KYA-AM-FM San Francisco.

Harte-Hanks Newspapers added to its ever-increasing fold of television stations with the purchase of Landmark Communications' WFMV-TV (ch. 2) Greensboro, N.C., for $19 million—the highest price paid for a single broadcast property in 1976. WFMV joins Harte-Hanks' other stations, KENS-TV (ch. 5) San Antonio, Tex., and WTVL-TV (ch. 12) Jacksonville, Fla., and the company's 25 daily and 39 weekly newspapers.

The largest radio deal of the year, and also the largest ever, involved Joseph L. Allbritton's sale of WMMAL-AM-FM Washington to ABC for $16 million. Mr. Allbritton, who purchased the financially troubled Washington Star and its broadcast properties a year ago, sold the stations to comply with the FCC's crossownership rules. He still owns WMMAL (ch. 7) Washington, WLVA-AM-TV (ch. 13) Lynchburg, Va., and WCVI-TV (ch. 4) Charleston, S.C. Under the same FCC order that forced his sale of the radio stations, Mr. Allbritton must sell one of the Lynchburg stations and, if he chooses to keep the Star, WLVA-TV, too.

Although trading for the coming year promises to be brisk, a case involving a multiple station transfer in San Francisco now before the FCC could cause complications.

Under the proposed transaction, CBS is selling its KCBS-FM to Golden Gate Radio for $350,000 and is buying the more powerful KFRC-FM from Family Stations Inc. for $2 million. Family Stations is buying KMPX-FM from National Science Foundation for $1 million.

A local citizens group, the KMPX Listeners Guild, is fighting the proposed transaction because, it says, the transfer would mean the elimination of KMPX's "unique" format—big band and jazz music of the 1920's, 30's and 40's—and would result in the "further duplication of existing programming." (Broadcasting, Nov. 15, 22, 1976).

The new owner in the transaction is

### The last 23 years in station trading

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Radio only</th>
<th>Combined Radio-TV</th>
<th>TV only</th>
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<tbody>
<tr>
<td>1954</td>
<td>$64,914,130</td>
<td>$10,224,047</td>
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<td>73,079,306</td>
<td>27,333,104</td>
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<td>127,557,065</td>
<td>49,658,123</td>
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<td>1959</td>
<td>123,496,581</td>
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<td>1961</td>
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<td>1973</td>
<td>230,381,145</td>
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<td>1974</td>
<td>307,781,474</td>
<td>168,998,012</td>
<td>19,800,000*</td>
<td>118,983,462</td>
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<td>1975</td>
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<td>128,420,101</td>
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<td>1976</td>
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<td>180,633,820</td>
<td>1,800,000</td>
<td>108,459,657</td>
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Total: $4,020,502,982 $1,823,497,857 $661,819,883 $1,521,785,142

Note: Dollar volume figures represent total consideration reported to all transactions, with the exception of minority-interest transfers in which control of the licensee did not change hands. All sales have been approved by the FCC.

*Two acquisitions of radio-TV combinations were approved in 1973 on waiver of FCC one-to-a-customer rule that became effective in 1971.

**Figure represents merger of Pacific & Southern's combination of four radio and one television stations into Combined Communications Corp.
NEW YORK, WNBC-TV (9:30 AM)  
Number One again in rating, share, and women in the Number One market. Fourth year on NBC’s flagship station.

LOS ANGELES, KHJ-TV (7:00 PM)  
Increases audience of top drama lead-in: rating up 20%, 18-49 women up 50%, 18-34 women up 56%.

PHILADELPHIA, WCAU-TV (1:00 PM)  
Strong Number Two in rating, share, households, 18-49 women. 25% increase over year-ago rating. Fourth year on station.

ATLANTA, WXIA-TV (7:00 PM)  
Increases year-ago audience of Merv Griffin: rating up 50%, share up 50%, households up 103%, 18-49 women up 141%. Builds audience of network news lead-in.

HARTFORD-NEW HAVEN, WTNH (7:00 PM)  
Number Two in rating, share, households, 18-34 and 18-49 women. Increases network news lead-in audience of 18-34 women by 20%.

SACRAMENTO- STOCKTON, KXTV (7:00 PM)  
Number One in rating, share, households and women. Builds lead-in news audience: rating up 45%, share up 44%, homes up 39%, 18-49 women up 138%.

BUFFALO, WBEN-TV (7:00 PM)  
Number Two in rating, share, households, 18-34 and 18-49 women. Increases year-ago audience of news in time period.

PROVIDENCE, WJAR-TV (7:00 PM)  
Number One in time period for 4th consecutive year. First in every category of audience measurement.
position and demographics with one great show.

syndicated strip in the last four years!

GR'D RAPIDS-KAL'AZOO, WKZO-TV (7:00 PM)
Number One in rating, share, households and women. Increases year-ago audience: rating up 36%, share up 27%, 18-49 women up 64%.

ALBANY-SCH'Y-TROY, W TEN-TV (7:30 PM)
Strong Number Two in rating, share, households, 18-34 and 18-49 women.

BIRMINGHAM, W BMG-TV (6:30 PM)
Increases lead-in Truth or Consequences audience in all important categories. Increases year-ago audience: rating up 22%, share up 25%, 18-49 women up 53%.

SYRACUSE, WSYR-TV (7:30 PM)
Number One in rating, share, households, women and 18-49 women. Increases year-ago audience to Truth or Consequences: rating up 23%, share up 22%, households up 29%, women up 53%, 18-49 women up 56%.

SALT LAKE CITY, KTVX (6:30 PM)
Number One in 18-34 and 18-49 women. Increases lead-in news audience: rating up 41%, share up 40%, 18-34 women up 25%, 18-49 women up 125%.

SAVANNAH, WTOC-TV (1:00 PM)
Number One in rating, share, households, 18-34 and 18-49 women. Increases year-ago audiences: rating up 44%, women up 26%, 18-49 women up 22%.

RENO, KTVN (5:00 PM)
Number One in rating, share, households and women. Increases year-ago share by 30%. 18-49 women up 200%.

Jim Victory Television Inc.
45 East 45 Street, New York 10017
Tel. (212) 686-8222

All other markets: A RB, Nov. 1976 and 1975.
Audience estimates are subject to qualifications of the rating services.
black-owned Golden Gate. The issue the FCC is considering, then, is whether new minority ownership or so-called "unique" formats better serve the public interest.

In similar cases involving two New York stations, the FCC approved Sonderling Broadcasting's purchase of WVR(FM) New York from the Riverside Church of New York for $2.3 million and Living Communications Inc.'s $350,000 purchase of WLX(AM) Islip, N.Y., from Long Island Broadcasting Corp.

The Sonderling acquisition was approved only after the Miami-based group owner revised its application and proposed to retain WVR's all-jazz format.

The Islip transaction was approved over the objections of another broadcaster in the area (Babylon Bayside Broadcasting Corp.) which contended that Living Communication's proposed format changes would adversely affect competition in the region.

Over expansion caused one broadcast group to trim its portfolio. Starr Broadcasting, which began liquidating properties late in 1975 with a $2.2 million sale of WNC(FM) New York to GAF Broadcasting (approved by the FCC in May 1976), announced the sale of WCYB-TV (ch. 5) Bristol, Va., to Grit Publishing Co. for $7.9 million and the assumption of about $700,000 in liabilities. Starr also sold WLOK(AM) Memphis to Gilliam Broadcasting Co. for $725,000 (approved last week, see "Changing Hands," page 50) and KDXT(FM) Dallas to Fairchild Industries for $1.35 million. The publicly traded group owner, controlled by Peter H. Starr and William F. Buckley, needs to pay off a big debt load," according to Mr. Starr (Broadcasting, June 7, 1976), and has been looking for a buyer interested in paying $10 million for its KABL(AM) Oakland, Calif.-KBLF(FM) San Francisco. No buyers have appeared.

Gaylord Broadcasting is still awaiting FCC approval of its $12.5-million purchase of WVUE(TV) (ch. 8) New Orleans from Screen Gems (Columbia Pictures International). Southern Media Coalition has petitioned the FCC to deny the sale because, it says, Screen Gems has discriminated against blacks in its employment and programming policies and should not be allowed to profit from the sale of the station.

The $3.5-million sale of KEEN(AM)-KBAY(FM) San Jose, Calif., from United Broadcasting Co. to Affiliated Publications Inc., publisher of the Boston Globe, fell through because of a competing application for the KBAY frequency filed by a San Jose citizen group.

Major station sales (more than $4 million) receiving FCC approval in 1976 include:

MTC Properties Inc., a holding company owned by the descendants of the W. J. and E. E. Murphy families (who published the Minneapolis Tribune from 1900 to 1940), acquired 100% ownership of WCCO-AM-FM-TV (ch. 4) Minneapolis. MTC, which already owned 26.5% of the stations, paid the Robert B. Ridder voting trust $11,760,000 for its 26.5% of the stations. The Ridder trust is associated with Knight-Ridder Newspapers Inc. owner of 45% of Akron, Ohio-based Group One Broadcasting Co. MTC exchanged its 14.98% of the Minneapolis Star-Tribune and paid an additional $1 million for the newspapers' 47% in the WCCO stations.

WAPA-TV San Juan, P.R., (ch. 4) was sold by Columbia Pictures International to Dale Moore and John Price for $11 million. Mr. Moore also owns, through subsidiaries, KMVT-TV (ch. 11) Twin Falls and KSEI(AM) Pocatello, both Idaho; KTVM(TV) (ch. 6) Butte, KCAP-AM-FM Helena, KCFW-TV (ch. 9) Kalispell and KGVO-AM-TV (ch. 13) Missoula, all Montana. Mr. Price is a Utah-based builder and real estate developer. A subsidiary of Peter Kiewit Sons Inc., construction company and publisher of the Omaha World-Herald, sold, KETV(TV) (ch. 7) Omaha for $8.9 million plus $535,000 in film contract liabilities to KETV Television Inc., a subsidiary of the Pulitzer Publishing Co. The Joseph Pulitzer family, principal owner of the publishing company, also owns KSD-AM-TV (ch. 5) St. Louis and KOAT-TV Albuquerque, N.M. Pulitzer also publishes the St. Louis Post-Dispatch and the Tucson (Ariz.) Star.

Combined Communications Corp. sold WSAT-AM-FM Cincinnati to Affiliated Publications Inc. for $6.3 million. CCC had previously announced the sale of the stations to Broad Street Communications Corp. for $6.5 million, but that deal fell through for lack of financing. CCC sold the stations to comply with cross-ownership rules (the company bought the Cincinnati Enquirer in 1975). CCC, based in Phoenix, owns seven television stations, two FM's and three AM's including KOAT-TV Albuquerque, which it bought last year from Generation II Radio San Diego Inc. for $1,576,000. The buyer of the Cincinnati radios bought WSAV(AM)-WWYD(FM) White Plains, N.Y. from Courtland Broadcasting Corp. for $2.4 million in April. In a sale not yet approved by the FCC, WWWE(AM) Cleveland has been traded to Combined Communications for $7.5 million by Nick J. Mileti and Joseph Zingale, who also own WWW(FM) Cleveland.

WSAV Inc. of Savannah, Ga., sold its TV station there, SAV-TV (ch. 3), to News-Press & Gazette Co. for $5,250,000. In another deal announced in late December, the Savannah company sold WSAV(AM) to George C. Beasley for $757,000. That sale has not been approved by the FCC. News-Press & Gazette Co. is principally owned by David R. Bradley, who publishes the St. Joseph (Mo.) News-Press and Gazette and owns a cable system there.

KROC-TV (ch. 10) Rochester, Minn., was sold by Southern Minnesota Broadcasting Co. to Quincy Newspapers Inc. for $4,250,000. G. David Gentling, principal in Southern Minnesota, retained ownership of KROC-AM-FM, and, with his son, G. David Jr., owns KTVD-AM-FM Santa Barbara, Calif. The buyer publishes the Quincy (Ill.) Herald-Whig and owns 88% of WGEM-AM-TV (ch. 10) and 100% of WGEM-FM Quincy. The company, owned by several family trusts, also owns WSJ(Y) (ch. 28) Elk hart-South Bend, Ind.

Swanco Broadcasting Inc. paid Communications Properties Inc. $4,107,500 for KFJZ(AM)-KWY(FM) Fort Worth. The deal included the Texas State Network (130 radio affiliates). Communications Properties is a cable-system operator with 59 systems in 11 states and some 236,000 subscribers. Swanco is a group owner with radio stations in Wichita, Kan., New Orleans, Albuquerque, N.M., Oklahoma City, Tulsa, Okla., and San Antonio, Tex.

KOAA-TV (ch. 5) Pueblo-Colorado Springs was sold by William Grant and Mahlon and Helen White to the Evening News Publishing Co. for $600,000. Evening News owns the Charleston (S.C.) News & Courier and Post, KDBC-TV (ch. 4) El Paso and newspapers in Maryland, Virginia and Buenos Aires.

Other major sales of last year (more than $1 million) receiving FCC approval include:

KJO(AM-FM) Los Angeles was sold by Louis Marx and Dan W. Lufkin to the Coca-Cola Bottling Co. of Los Angeles for $3.9 million. Messrs. Marx and Lufkin also sold KOAX(FM) Dallas to Norman Wain and
The Muppet Show #1
The Hit of the Season!
First In Renewals
For The All-New 2nd
Fabulous Year...

24 Brand New Half-Hour

WITH MORE STARS...
MORE SONGS...MORE FUN
Already Renewed In More Than 50 Markets Including The Five CBS Owned Stations...

- New York: WCBS-TV (CBS)
- Boston: WCVB-TV (ABC)
- Pittsburgh: WIC-TV (NBC)
- New Haven: WNHC-TV (ABC)
- San Francisco: KRON-TV (NBC)
- Cleveland/New Bedford: WJTV (ABC)
- Baltimore: WJZ-TV (ABC)
- Ft. Wayne: WITV (ABC)
- Hartford: WHTV (NBC)
- Los Angeles: KNXV (CBS)
- Chicago: WBBM-TV (CBS)
- Detroit: WWJ-TV (WXYZ) (CBS)
- Washington: WMAL-TV (ABC)
- Milwaukee: WMJ-TV (NBC)
- St. Louis: KMOX-TV (CBS)
- Louisville: WHAS-TV (CBS)
- Cincinnati: KMGT-TV (CBS)
- Atlanta: WAGA-TV (CBS)
- Salt Lake City: KSL (CBS)
- Tampa: WTAM-TV (ABC)
- Green Bay: WPTA (ABC)
- Cleveland: WJW-TV (ABC)
- Columbus: WCMH-TV (ABC)
- Philadelphia: WCAU-TV (CBS)
- Miami: WTVJ (CBS)
- Indianapolis: WTHR (ABC)
- Knoxville: WATE-TV (ABC)
- Columbus: WTVP-TV (ABC)
- Salt Lake City: KSL (CBS)
- Tampa: WTAM-TV (ABC)
- Pensacola: WFLA (ABC)
- WEAR-TV (ABC)
- Jacksonville: WJXT (CBS)
- Tucson: KGUN-TV (ABC)
- El Dorado: KGUN-TV (ABC)
- Jacksonville: WJXT (CBS)
- Phoenix: KINZ (ABC)
- Eugene: WTOL (ABC)
- Seattle: KOMO-TV (ABC)
- Portland: WWJ-TV (NBC)
- Milwaukee: WTMJ-TV (NBC)
- Atlanta: WAGA-TV (CBS)
- Salt Lake City: KSL (CBS)

AND MANY MORE!

SEE US AT THE NATPE FONTAINEBLEAU TOWERS SUITE 16B

FROM ITC ENTERTAINMENT AN ANIMATION COMPANY
Robert C. Weiss (Metroplex Communications Inc.) for $1.7 million.

WCEE-TV (ch. 23) Freeport (Rockford, Ill.), was sold by General Media Inc. to Worrell Newspapers Inc. for $3,870,000. Worrell publishes 17 daily newspapers in 10 states and owns WHSV-TV (ch. 3) Harrisonburg, Va.—purchased last year from Gilmore Broadcasting Corp. for $3,150,000 plus a $100,000 covenant not to compete.

WKXY(AM) Cincinnati was sold by Post-Newsweek Stations to Truth Publishing for $3.6 million. Truth, owned by John F. Dille Jr. and Walter R. Beardsley, owns the Elkhart (Ind.) Truth, and WTRC(AM)-WYEZ(FM) Elkhart. Mr. Dille and his son, John Dille III, also own WCUZ(AM) Grand Rapids, Mich., WMEUE(AM)-WMEF(FM) Fort Wayne, Ind., and have recently purchased subject to FCC approval, WYON(FM) Grand Rapids, Mich., and W2EZ(FM) Cincinnati.

WZGC(FM) Atlanta was sold by GCC Communications Inc. to First Media of Georgia for $2,510,000 plus a $990,000 covenant not to compete. First Media is principally owned by members of the Marriott family, who are also the major stockholders in the Washington-based hotel, restaurant, catering and entertainment corporation of the same name. The Marriotts also own WPGC-AM-FM Morningside, Md. (Washington) and KAYK-AM-FM Provo, Utah.

WRE(AM) Cleveland was sold by ASI Communications to Oliva-Neuhoff Broadcasting Inc. for $3.1 million. ASI this year sold WRTV(AM) Boston to Carter Broadcasting Co. for $1.2 million (BROADCASTING, Jan. 10). Oliva-Neuhoff is owned by Paul Neuhoff and George Oliva Jr. Mr. Oliva also owns four AM's in Florida and Georgia. In another Cleveland purchase, Oliva-Neuhoff acquired WGCL(FM) from GCC Communications for $2.5 million.

KELP-TV (ch. 13) El Paso was sold by John B. Walton Jr. to Marsh Media Ltd. for $3,075,000. Mr. Walton also sold KBUY(FM) Fort Worth to Latin American Broadcasting Co. for $450,000. Marsh Media is owned by Stanley, Michael, Tom and Estelle Marsh (brothers and sister). The Marshes have interests in KVL-TV (ch. 7) Amarillo, Tex., a cable system there and KFDQ-TV (ch. 8) Sayre, Okla.

WRBT(TV) (ch. 33) Baton Rouge was sold by Richard O. Rush, Ramon V. Jarrell and Southern Educators Life Insurance Co. to Corporate Communications Group Inc. for $200,000 plus about $2.75 million in corporate debt. Mr. Rush is principal and board chairman of American Public Life Insurance Co., which sold WAPT(TV) (ch. 16) Jackson, Miss., to Lewis C. Hopper, Dr. Curtis D. Roberts, Robert G. Nicholas, William Neville III, Dr. Louis A. Farber and Dr. Russell Birmingham for $500,000 plus the assumption of about $3 million in liabilities. Principals in Corporate are Jules B. LaBlanc and Cyril E. Vetter, Baton Rouge attorneys.

WIBG(AM) Philadelphia was sold by Buckley Broadcasting Corp. to Fairbanks Broadcasting Corp. for $2,950,000. Fairbanks is an Indianapolis-based group owner.

KFDX-TV (ch. 10) Amarillo, Tex., was sold by Bass Broadcasting Co. to Panhandle Telecasting Corp. for $2.8 million. Panhandle is owned by Ray Herndon, owner of KMDT-TV (ch. 2) Midland, Tex., and R. H. Drewry, owner of KSWO-TV (ch. 7) Lawton, Okla. Bass, which closed out its broadcast holdings with this sale, sold its other properties—KDNT-AM-FM Denton, Texas; WSLC(AM)-WSLQ(FM) Roanoke, Va., and KFDP-TV (ch. 12) Clovis, N.M.—to Mel Wheeler Inc. for $2,171,000 plus the assumption of about $325,000 in liabilities. The Bass family intends to devote its resources to oil and gas exploration and production. Mr. Wheeler has interests in KITF(AM) San Diego and KUOE(FM) El Paso.

KOST(FM) Los Angeles was sold by Coronado Communications to Cox Broadcasting Corp. for $2.2 million. Barton R. McLendon and his son, Gordon B., owners of seller, own KNUS(FM) Dallas. Cox is major group owner with stations in Atlanta; Charlotte, N.C.; Dayton, Ohio; Oakland, Calif.; Los Angeles, Miami and Pittsburgh.

KLAK-AM-FM Lakewood (Denver), Colo., were sold by Edward S. Scott to KLAK Inc., a subsidiary of McCoy Broadcasting Co. (Arthur H. McCoy 85%). Mr. McCoy also owns KHON-TV (ch. 2) Honolulu and its satellites, KAWV-TV (ch. 11) Hilo and KAIL-TV (ch. 7) Walluku, both Hawaii, and KYXI(AM) Oregon City and KGDY(FM) Portland, both Oregon.

KMBT(TV) (ch. 12) Beaumont, Tex., was sold by Liberty/National Corp., Oklahoma City, to Texas Telecasting Inc. for $2.4 million. The buyer is owned by Michael G. and Clinton McKinnon, who also own KHTV(TV) (ch. 3) Corpus Christi, Tex. and KGNU(AM) San Diego.

KCSI-TV (ch. 2) Boise, Idaho, was sold by Boise Valley Broadcasters to Eugene Television for $1.9 million plus $187,000 for new equipment.

WHEN(AM) Syracuse, N.Y., was sold to Meredith Corp. to Park Broadcasting for about $1 million.

WCTI(TV) (ch. 12) New Bern (Greenville), N.C., was sold by Continental Communications to Malrite Broadcasting for $2 million.

KZAZ(TV) (ch. 11) Nogales (Tucson), Ariz., was sold by I.B.C. to Roadrunner Television for $1,985,000 plus $187,000 in mortgage payments and liabilities.

WCB(AM) Cleveland was sold by Minshull Broadcasting to Community Broadcasting Service, a subsidiary of Diversified Communications, Camden, Me., for $1,870,000 plus a $500,000 covenant not to compete.

WJBO(TV) (ch. 13) Bowling Green, Ky., was sold by Professional Telecasting System to Bluegrass Media for $1.75 million.

KMOE-AM-FM Phoenix were sold by Southern Horizons Inc. to B&D Broadcasting for $900,000 plus a $600,000 noncompetition covenant.

WAAB(AM)-WAA(FM) Worcester, Mass., were sold by George Gray to Robert L. Williams Broadcasting for $1,450,000.

WPBS(FM) Philadelphia was sold by Bulletin Co. (Philadelphia Bulletin) to LIN Broadcasting for $1.4 million.

WSNT-AM-FM Sandiersville; WJAT-AM-FM Swainsboro, and WBO(AM) Waynesboro, all Georgia, were sold by country music singer Webb Pierce to Cieatus O. Bazzell and his wife, Frances, for $1,295,000.

WVY(AM)-FM Jacksonville, Fla., were sold by Jacksonville Broadcasting Corp. to Torrid Broadcasting for $1,250,000.

KBUZ-AM-FM Mesa, Ariz., were sold by KBUZ Inc., a subsidiary of Number One Radio Inc. of Phoenix, to Southwestern Media for $1.2 million.

KCOH(AM) Houston was sold by Dorothy Meeker, executrix of the estate of Robert C. Meeker, to KCOH Inc. for $1.1 million.

KPEL-AM-FM Lafayette, La., were sold by Radio Lafayette Inc. (First National Bank of Dallas acting as trustee of the estate of Edward L. Francis) to Lafayette Broadcasting for $1,025,000.

WKLJ(TV) (ch. 51) Fort Lauderdale, Fla., was sold by Channel 51 Inc., debtor in possession to Johns-Koenig Associates for $1 million.

WNLC(AM)-WTYD(FM) New London, Conn., were sold by Thames Broadcasting to Mercury Broadcasting for $1 million. Major station transfers announced last
As seen from the middleman's vantage, the balance is tilting back to the seller

Brokers around the country were more than pleased with business in 1976. After nearly two years of sluggishness in the market, 1976 saw the return of a seller's market—and the higher prices that go along with it.

James W. Blackburn Jr. of Washington's Blackburn & Co. called 1976 a "typically good year." The station trading market was getting back to normal, he said, and, because "money's a little easier to get, and the over-all economy is growing stronger," 1977 looks excellent.

Ted Hepburn of Cincinnati, who opened his own brokerage firm there in October after several years with R. C. Crisler, noted that buyer interest really began picking up in the last half of the year. He, too, expects 1977 to be one of his best. "There's a lot of activity" among buyers, Mr. Hepburn said. "It's getting back to a seller's market."

Howard E. Stark, the New York-based television station specialist, is a bit more reserved about the prospects for 1977. He says 1976 was "excellent ... especially in the second and third quarters," but he expects only "modified growth" in television-station trading in 1977. "I don't look for more than 6% growth," he said.

Mr. Stark bases his evaluation of the market on a "three-year growth period" theory of TV ad revenues. He believes that advertising revenues have reached a point of relative stability, and trading prices will reflect this. He does agree with the other brokers that there is an increased demand for stations, and the "lack of merchandise" should keep prices rising.

One area where this has already started happening is in the Sun Belt, especially in Florida and the far Southwest. Ray M. Stanfield, with Chapman Associates' new Los Angeles office, said that stations in those areas are going for "10% over comparable facilities elsewhere."

Richard A. Shaheen of the Chicago-based company, agrees with Mr. Stanfield's assessment. For stations in the southern half of the country, Mr. Shaheen said, a buyer probably has to add "10% on top of what he'd pay in the Midwest—though I don't have any shortage of buyers for Midwest stations."

Another area of the country being paid considerable interest these days is the Pacific Northwest. Robert E. Rudolph, a negotiating consultant in Portland, Ore., told BROADCASTING that station earnings in his region have been "extraordinary."

A relative newcomer to the media brokerage field is Doubleday Media, based in Dallas. The firm, in its third full year of operation, is a subsidiary of the publishing and broadcasting concern. Doubleday, too, is expecting 1977 to be a record year. "We've been on an upward trend for the past three years," said Dick Anderson, general manager:

Ray V. Hamilton, a Washington-based broker who has been in the station trading business longer than most others, expects 1977 to be only "slightly better" than last year. Nor is Mr. Hamilton disturbed by slow growth prospects. "Growth should be very slow," he said. "If the market booms [as it did in the early seventies]," Mr. Hamilton opined, "it'll bust.

Station buyers of late have been broadcasters expanding their holdings. "I've had no big rush of new people," said Washington's Edwin Tornberg. R. C. Crisler in Cincinnati agrees. Mr. Crisler said that although he has had many inquiries from persons new to broadcasting, "owners and some management people" are doing the buying. Both men attribute this to the high prices the seller's market is demanding.
No Surprises. Just Another Record

And a Preview of Things to Come.
That NBC Sports' coverage of Super Bowl XI produced the highest rating ever for a sports event—more than 31 million homes—isn't surprising. Covering the big ones—and covering them well—is par for the course at NBC.

What is intriguing is what Super Bowl XI suggests about the future of pro football on TV.

AFC: The Dominant League.
AFC teams have scored impressive victories in each of the last five and in eight of the last nine Super Bowls. Moreover, in regular inter-league contests this past season, the AFC has clearly been dominant.

AFC teams are on the move. Teams like the Oakland Raiders, Pittsburgh Steelers, Cincinnati Bengals, New England Patriots, Baltimore Colts and Miami Dolphins provide the kind of imaginative, explosive football that wins games, guarantees excitement—and delivers big audiences.

The nice thing about that, from NBC's point of view, is that the power-packed AFC is the conference NBC Sports presents throughout its regular season.

Continuing Action from “Grandstand.”
Throughout the entire year, “Grandstand”—NBC's companion feature to its sports events—provides viewers with the kind of coverage that makes news as well as reports it.
The Emergence of College Basketball.
But we don’t have to wait till next season for excitement. Right now, NBC Sports’ coverage of college basketball (in partnership with TVS) is giving every indication of developing into the next runaway sensation in TV sports. College basketball on NBC has already produced six of the ten highest rated basketball games of all time—college or pro.

And this year the lineup of teams is truly impressive—top-ranked North Carolina, Cincinnati, Alabama, Michigan, Louisville, Kentucky, Marquette, U.C.L.A. Week after week—Saturdays and Sundays—the best of the ECAC, Big 10, Big 8, PAC 8 and SEC compete in national and regional telecasts.

More Big Ones on NBC.
And look at what’s ahead. In addition to college basketball, NBC Sports will be bringing you exclusive coverage of these and other events—

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 30</td>
<td>U.S. Indoor Tennis Championships.</td>
</tr>
<tr>
<td>February 12</td>
<td>U.S. Olympic Invitational Track Meet.</td>
</tr>
<tr>
<td>February 12 &amp; 13</td>
<td>Bob Hope Desert Golf Classic.</td>
</tr>
<tr>
<td>February 26 &amp; 27</td>
<td>American Airlines Tennis Games.</td>
</tr>
<tr>
<td>March 2</td>
<td>Ken Norton vs. Duane Bobick Heavyweight Boxing Match.</td>
</tr>
<tr>
<td>March 5 &amp; 5</td>
<td>Citrus Open Golf Tournament.</td>
</tr>
<tr>
<td>March 12-28</td>
<td>NCAA Basketball Championships.</td>
</tr>
</tbody>
</table>

NBC Sports
The Network Of Big Events. And Big Sports Events.
Bates reckoning of media C-P-M fingers TV for ‘unconscious’ rate increases

Daytime network rates rose 25%, as did spot TV’s, evening network up 19%; agency issues strong hints that advertisers may look elsewhere

Ted Bates & Co.’s annual analysis of media trends came up with no surprises—and pulled no punches—in documenting an impression held widely in the advertising community that network and spot TV’s costs-per-thousand rose sharply in 1976, and at rates higher than those of other media.

What did surprise many observers, including Bates, was the complete turnaround from 1975, when spot and prime-time network TV C-P-M’s showed no increases while print media registered substantial boosts. (Bates had projected last year that 1976 C-P-M’s for TV would increase only modestly over 1975.)

As it turned out, Bates now estimates that its 1976 index for daytime network TV C-P-M climbed to 152 from 122 in 1975 (a 25% increase); that evening network TV C-P-M moved up to 151 from 131 (a 19% boost) and spot TV’s figure to 151 from 122 in 1975 (a 25% jump). In the index 1968 was the base year, indexed at 100.

As have other agencies before it, Bates said last week, in releasing its annual analysis to Broadcasting, that the TV industry had chosen the year of the Bicentennial to “take advantage of the demand by advertisers for network TV commercial time to escalate the unit cost at a rate never experienced.” The agency said that a number of events of a temporary nature were fueling the demand, such as the Bicentennial, the national primaries and elections and the summer and winter Olympics.

“Under these conditions,” Bates said, “advertisers continued to rush to purchase any and all available time. Some late starters were left with high prices and poor-quality availabilities. Some were locked out altogether. In many cases advertisers did not meet their originally planned network TV goals.”

In evaluating spot TV’s C-P-M spurt, Bates said the first quarter of the year, with expenditures up about 20% and negligible increases in unit costs and C-P-M’s, served as “the springboard for a significant change for the remainder of the year.” There was an upsurge of business in the second quarter by all spot TV users, Bates said, and “stations quickly moved to take advantage of the situation and introduced unit price increases in C-P-M’s in numerous cases of unconscious proportions.”

Bates’ projections for 1977 envision a continuation of the upward spiral in TV’s C-P-M, particularly in network. It estimates that in daytime network TV the index will rise to 189 (a 24% increase); in evening network to 184 (a 22% gain) and in spot TV to 164 (up 9%).

All national media experienced upturns in costs-per-thousand in 1976. For example, the index for newspapers rose from 156 to 173; magazines, from 122 to 144; supplements, from 138 to 142; spot radio, from 114 to 118; network radio, from 92 to 102, and outdoor, from 148 to 159. For 1977, Bates is estimating C-P-M increases in all media, tabbing about 6% for magazines, 10% for newspapers, 8% for supplements, 6% for spot radio, 9% for network radio and 5% for billboards.

Despite the sizable increases in television costs-per-thousand in 1976, television prices still remained significantly behind the inflation rate of the general economy, according to another Bates analysis. The agency matched television C-P-M’s against the consumer price index and found the television figures trailing in all categories. Again indexing 1968 at 100, Bates found the consumer price index rising from 100 in 1968 to 162 in 1976 while daytime network C-P-M’s rose from 100 to 152, evening network C-P-M’s from 100 to 150 and spot C-P-M’s from 100 to 151.

The discrepancies between CPI and C-P-M’s were even wider in 1975—155 for CPI, 122 for daytime network, 131 for evening network and 122 for spot, according to the Bates figures. Broadcasters have called 1976 a “catch-up year,” Bates said. The agency asserted, however, that C-P-M advances then and those it projected for 1977 made it “inevitable that the mutually beneficial (advertiser/media) historical correlation between television media costs and the CPI will be completely distorted.”

Bates projected the 1977 index figures at 172 for the CPI, 189 for daytime network C-P-M, 184 for evening network C-P-M and 164 for spot C-P-M.

Bates pegged national media expenditures in 1976 at $9.076 billion, a 23% gain over 1975 and a record percentage increase since the advent of television in 1949.

Bates calculated that network and spot TV represented 55% of national expenditures in 1976. The agency said spending in network TV last year rose by 31.3% to $2.843 billion and spot TV by 23.4% to $2.125 billion.

Bates contended that the demand for TV time and the short supply prompted some advertisers to turn to other media for advertising exposure and said that this “overflow” of advertising dollars wound up in other media. Its estimates for other media: wired and non wired network radio, up 25% to $104 million; spot radio, up 12% to $487 million; newspapers and magazines, up 20% to $1,645 million; billboards, up 19% to $1.796 billion and outdoor, up 16% to $256 million.

Unit costs in network TV (the cost of a 30-second spot) are expected to rise 27% in daytime in 1977 and 24% in prime time, Bates ventured. The agency observed that these increases reflect broad averages and are subject to wide variations, contingent on when the time commitments are made and under what conditions, for instance. It said, advertisers dealing in “up-front” situations in 1976 and 1977 could hold unit costs to a 15%-18% range, while advertisers involved in purchases made closer to air time have been subject to increases in the 30%-50% area.

Unit costs for all media showed increases in 1976, according to Bates. Spot TV jumped by 27%; daytime network TV, about 18%; evening network TV, approximately 13%; magazines, 1.5%; newspapers, 10%-11%; supplements, 3%; spot radio, 6%; network radio, 6%; billboards, 9%.

In assessing the 23% gain in over-all media expenditures, Bates said non-television spending climbed an average of 20% while unit costs increased by only 5%. Conversely, TV’s 26% gain in advertising investment “was offset considerably by an average 20% increase in unit cost,” the Bates analysis argued.

“These figures suggest that in 1976 television’s gain in expenditures was largely a result of unit price increases whereas non-television media actually experienced substantial ‘real’ increases in advertiser investment,” the report stated.

The analysis took notice of a recent speech by Walter Reichel, senior vice president, executive director of media and programs for Bates. Mr. Reichel made the point that for an advertiser whose budget is fixed or at best only matches the general rate of inflation in the economy (5% to 6%), the dimensions of television are “drastically shrinking.” Mr. Reichel said “this leads to a profound re-evaluation of

<table>
<thead>
<tr>
<th>How the national media sliced the advertising pie</th>
<th>1976</th>
<th>1975</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network TV</td>
<td>$2,643,000,000</td>
<td>31.3%</td>
</tr>
<tr>
<td>Spot TV</td>
<td>2,125,000,000</td>
<td>23.4%</td>
</tr>
<tr>
<td>Network Radio</td>
<td>104,000,000</td>
<td>1.2%</td>
</tr>
<tr>
<td>Spot Radio</td>
<td>487,000,000</td>
<td>5.4%</td>
</tr>
<tr>
<td>Magazines</td>
<td>1,796,000,000</td>
<td>19.8%</td>
</tr>
<tr>
<td>Newspapers and Supplements</td>
<td>1,465,000,000</td>
<td>16.1%</td>
</tr>
<tr>
<td>Outdoor</td>
<td>258,000,000</td>
<td>2.8%</td>
</tr>
<tr>
<td>Total</td>
<td>$7,354,000,000</td>
<td></td>
</tr>
</tbody>
</table>

Broadcasting Jan 31 1977

34
Get your hands on the TKP-45 from RCA.
TKP-45 versatility gives you complete control, inside and out.

A lightweight camera is a good investment only if it can put you in full control of any production situation, in the studio or on location, inside and out.

On that basis, the go-anywhere, shoot-anything TKP-45 camera system is a superb investment. As more than 100 TV stations and teleproducers have learned since its debut.

**Big camera features.**

Here are the blue-ribbon features—all standard—that make the TKP-45 camera a standout:

- Shock-mounted optics
- High Performance input amps with full level video outputs
- Quick-change wedge plate and lens mount
- Automatic white balance, black balance, iris control, pulse advance, voltage regulation

- Scene contrast compression that compensates for strong lights and heavy shadows
- Built-in contour enhancer with coring and comb filter
- Chroma key outputs
- High sensitivity
- Prismatic bias light

**The one-camera camera system.**

TKP-45 adaptability to any production challenge is enhanced by a wide choice of matching accessories for powering, viewing, supporting and shooting. They turn the TKP-45 from a quality camera into the one-camera camera system.

For power, plug in our battery- or AC-powered Minipack for ultra-portable application.

For viewing, choose from two tiltable, interchangeable viewfinders, 3” and 7”.

Either is suitable for location or studio use.

Support is made easy by a

---

<table>
<thead>
<tr>
<th>LENSES</th>
<th>Beam</th>
<th>Focal</th>
<th>Hor. Angle</th>
<th>Aperture</th>
<th>Focal Dist</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANGENIEUX 6 x 13 D1</td>
<td>60 x 1</td>
<td>18.788 mm</td>
<td>52.63°</td>
<td>1.24 kg</td>
<td>15 m</td>
<td>24 lbs</td>
</tr>
<tr>
<td>ANGENIEUX 10 x 16 T1</td>
<td>10 x 1</td>
<td>16.150 mm</td>
<td>43.61°</td>
<td>1.2</td>
<td>3,5 m</td>
<td>1.65 kg</td>
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<tr>
<td>CANON PV 10 x 12 B</td>
<td>10 x 1</td>
<td>12.320 mm</td>
<td>30.41°</td>
<td>1.3</td>
<td>0.8 m</td>
<td>1.25 kg</td>
</tr>
</tbody>
</table>

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wide variety of tripods, unipods, shoulder mounts, and studio camera bases. As for shooting, the TKP-45 accepts the zoom lenses on this chart—plus a fixed lens adapter which accommodates a wide variety of fixed focal length lenses ranging from fisheye to multiple-image.

**The full-sized TV camera.**
You get big camera capability when the TKP-45 includes a Minimax adapter that accepts a range of full-size lenses for studio and field production. Minimax allows longer zoom

ranges, higher lens speeds and unexcelled optical quality. With Minimax, the TKP-45 handles like a full-sized TV camera (below).

**The versatile investment.**
The TKP-45 and its accessories form a true building block camera system that can fill any production, commercial and news assignment with an unmistakable stamp of quality. And its ability to go almost anywhere and shoot almost anything assures you of maximum return on your camera investment.

**Learn more, now.**
To see how fully you can control any picture situation with the TKP-45, you are invited to contact your RCA Representative or simply send us the coupon.

Then, get your hands on a TKP-45 yourself. You'll see why the one-camera camera system is doing so much for so many.

Why not test it at our NAB Hands-on Headquarters?


RCA BROADCAST SYSTEMS
Building 2, Front & Cooper Sts.,
Camden, N.J. 08102

I'd like to see just how the TKP-45 meets my need for quality and versatility. Please contact me; no obligation, of course.

Name
Title
Firm
Street
City, State
Zip
Telephone

The Dependables
Up With Media: The Ted Bates Version

<table>
<thead>
<tr>
<th>Year</th>
<th>TV Day Network</th>
<th>TV Evening Network</th>
<th>TV Spot</th>
<th>Magazines</th>
<th>Newspapers</th>
<th>Supplements</th>
<th>Radio Spot</th>
<th>Radio Network</th>
<th>Outdoor (100 Show National)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1968</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
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<td>1969</td>
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<td>1976</td>
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<td>165</td>
<td>135</td>
<td>165</td>
<td>167</td>
<td>193</td>
<td>193</td>
</tr>
</tbody>
</table>

NOTES: These calculations are based on units of 30 seconds for TV, 60 seconds for radio, four-color pages for magazines, 1,000 lines (black and white) for newspapers, black-and-white pages for supplements and 100 showings for outdoor. Audience and cost-per-thousand and levels are based on women 18-49 for daytime network TV, total persons 2+ for evening network TV, household for spot TV, persons 12+ for spot and network radio, adults 18+ for magazine and persons 2+ for outdoor, while those for newspapers and supplements are based on circulation. In the expenditure trends, day and evening network TV are combined, as are newspapers and supplements. Cost-per-thousand figures for spot TV are based on Bates's own experience, for network TV on Nielsen CPM reports. The table shows trends in index form, with 1968, the base year, at 100. The number by which any subsequent year exceeds or falls below 100 is that year's percentage of increase or decrease from 1968. Figures for 1976 expenditures and all 1977 figures are Bates estimates.

media alternatives and to new questions in the area of media effectiveness and value.

He urged that broadcast rates should be determined on rational planning, and he asserted that “a lack of planning and no real understanding of the long-term implications of a pricing policy are revealed when the stations and networks simply charge what the market will bear.” He warned that pricing based strictly on demand “can kill demand.”

He dwel on two issues of concern to advertisers today: escalating rates with no corresponding increase in value and “no real justification for another round of increases.”

Mr. Reichel called 1977 a “critical year” and said agencies and advertisers will be watching the pricing situation closely.

“There hasn’t been time yet for a real reaction to the cost shocks of 1976. You haven’t seen any large dollar switches from television. But don’t be fooled. Advertisers are considering alternatives; lead-time is necessary for successful use of another medium, on a large-scale basis. But many advertisers are gaining new experience with magazines and radio. In fact, 1976 expenditures for these media all have risen dramatically.”

The report was made by Bates’s Media Information and Analysis Division, which reports to Mr. Reichel.

Radio to put its best foot even further forward

RAB’s David warns of complacency following double-digit gains in 1971 radio as the ‘sound alternative’ will be theme of new all-out drive; closed-circuit appeals recount success stories, offer stations tips to help in latest sales effort

A new campaign using radio to sell radio as “the sound alternative” for advertisers was announced last week by the Radio Advertising Bureau (“Closed Circuit…” Jan 24). Network and station rep officials joined RAB executives in an appeal to all radio stations to make extensive use of the campaign’s five announcements, be distributed to RAB members at no charge and available to all other radio stations for a $2 handling fee.

“While radio in 1976 scored double digit gains in total,” RAB President Mile David said, “that growth isn’t sufficient if relation to the opportunity or medium’s real worth. We’ve got to generate sales momentum and avoid the dan gerous complacency that can accompany relative success, a success which should and can be more universal than it has been.”

Mr. David said last year’s campaign which like the previous year’s stresses radio’s values as an “adfiction fighter,” was carried by the radio networks an
Katz TV Continental now represents KBCI-TV Boise, Idaho.

KBCI-TV. Katz. The best.
some 3,000 stations that donated the equivalent of $3.7 million in time and supplementary national magazine spots, making it "far and away the widest support ever afforded such an on-air industry effort."

This year's theme, "Radio: The Sound Alternative," recognizes that "this year everywhere in advertising—agencies, the business-retail press, at ad meetings—speaker after speaker stresses the need to find an alternative to escalating newspaper and TV costs," Mr. David said. "We think this new campaign, which features actual advertiser testimonials to radio's sales impact, will be harder hitting even than last year's. The stress is on sales results—results that make radio the sound alternative." The campaign's sub-theme is: "Radio works at a price you can afford."

Mason Adams, a leading commercial spokesman, is narrator in the five announcements. Featured are testimonials by radio advertisers, among them executives of General Mills, Midas Muffler, the Carson Pirie Scott store in Chicago and Woodward & Lothrop in Washington, the Crown Center shopping complex in Kansas City, Mo., and the Bottom Half chain of clothing stores, and A. Spencer Bruno, a research specialist in broadcast commercials. The announcements are 60 seconds in length, but one, which has two holes in which to insert local advertiser testimonials, may also be split into 30's or 10's.

One announcement, addressed to TV advertisers, suggests they put one-half of their television budgets into radio and cites research showing that in such cases, on average, audiences increase by 47%. In the closed-circuit appeal to stations, participants described the campaign and offered some suggestions on how to mount it effectively. Among them:

Arthur W. Carlson, vice president in charge of the Susquehanna Broadcasting Co. stations and chairman of RAB: "The two previous campaigns sold the concept that radio offers value and sales impact. Now we're reading even more emphasis on results ....

Ralph Conner, executive vice president of Torbet-Lasker: "Who's the campaign aimed at? You could say advertising executives. But that limits it. Everybody listens to radio. That means in a station's audience there are distributors, jobbers, company treasurers, company presidents, agency copywriters and media buyers—everyone in a decision-making position within business can be reached with radio. So the more stations scheduling this campaign, the better. Obviously, drive times are highly desirable for reaching the business community. But so are weekends. Every time is good."

Sam Cook Digges, president, CBS Radio: "In this year's messages, radio sales effectiveness is well documented with voice quotes from advertisers and agencies. They're very positive quotes. Our customers report success with radio very persuasively .... One of this year's commercials, incidentally, is a carrier for your own local success quotes. Radio calls it a twin doughnut because it has two holes to carry two local voice quotes."

Ralph Guild, president, McGavren-Guild: "It certainly is amazing how universally people in advertising—national or local—talk today about that desire for alternatives. What this campaign will do is translate desire into action ... But it's a mistake to believe advertisers and agencies will automatically choose radio. They can buy magazines. They can accept every increase in TV and newspaper costs. Or we can sell harder than ever that radio works and prove it. This campaign does that."

C. Edward Little, president, MBS: "I join other radio company presidents in urging that you get behind it even bigger than last year. Selling with radio has to help us because our customers are out there listening."

Harold L. Neal Jr., president, ABC Radio: "How can stations get the most out of the campaign? One way is by tagging every message with a phone number and contact name. In both 1975 and 1976 stations report they got new-business phone calls immediately ..."

Jack Thayer, president, NBC Radio: "How can stations get local success quotes? Everyone likes to talk about what a good job they've done. The thing to avoid is frightening the advertiser about revealing secrets. If advertisers are willing to use numbers, great. But it's not essential. If they're successful executives and they say: 'I use radio ... I know radio brings me customers,' and they say it in their own style, you have a good, usable quote."

**Proclaiming the gospel of radio.** On hand to tape a closed-circuit appeal for use of the Radio Advertising Bureau's new campaign to sell radio were (l-r) Harold L. Neal Jr., president, ABC Radio; Jack Thayer, president, NBC Radio; Sam Cook Digges, president, CBS Radio; Ralph Conner, executive vice president, Torbet-Lasker; Arthur W. Carlson, vice president, Susquehanna Broadcasting Co., and chairman of RAB; Miles David, RAB president, and Ralph Guild, president, McGavren-Guild. Unable to attend the taping were MBS President G. Edward Little, who taped his message later; and Frank Boyle, president of Eastman Radio and member of RAB board, who planned to communicate his support directly to Eastman-represented stations.

**Millions of dollars to change a name**

Bankamerica will spend $8.2 million to advertise its title conversion to Visa

National Bankamerica Inc., San Francisco, is putting about $8.2 million in advertising and promotional outlays, with heavy emphasis in network TV, to announce the conversion of its Bankamerica to the new Visa card, starting on April 1. Although officials of NBI Communica-
Communications can be changing. Needham, jor
ship 8,000 member Visa advertising campaign until
tensive advertising time and sports programs. ABC, CBS and
NBC radio networks will be tapped for extensive advertising as well as about 50 ma-
ajor spot-radio markets.

The creative portion of the five-month consumer campaign was executed by Needham, Harper & Steers, Los Angeles. Its theme is “Keeping Up with You,” indicating the new Visa card is in tune with changing lifestyles and conditions. Visa can be used not only as charge card but as a check verification and a debit card.

Although NBI will not begin its national advertising campaign until April 1, banks in the U.S. can begin the introduction of Visa on March 1. A spokesman of NBI Communications said there are more than 8,000 member banks in the U.S., and they have been supplied with promotional and advertising materials. Some have reported that they will use tie-ins of various media advertising to hammer home the change in name.

Newspapers will put a lamp in the window for the prodigal young

Noting TV’s inroads among readers and that rival medium has been promoting fact in sales pitches, print group starts counterdrive

The newspaper industry is mounting an extensive effort to persuade young people to read newspapers regularly as part of a campaign aimed at countering the inroads made by television in the past two decades. In announcing its Newspaper Readership Project last week, Otto A. Silha, chairman of the Newspaper Advertising Bureau, said that “the key challenge we face is to convert younger people to the habit of regular readership as they enter the world of being active citizens and con-sumers.”

Mr. Silha, who also is president of the Minneapolis Star and Tribune, told the 188th sales conference of the International Newspaper Advertising Executives in Hollywood, Fla., that the project would have industrywide support in four areas: research, promotion and public relations, training and communications. He said the Newspaper Advertising Bureau and the American Newspaper Publisher Association would have the responsibility for the execution of the program. The bureau will supply research on newspapers and its readers that will help the individual publishers and will provide promotional campaigns and films. The ANPA, which already has its Newspapers in Education project (dealing with news research in un-

versities), will work in the circulation area to improve systems and personnel.

Mr. Silha pointed out that in one genera-
tion TV has become “a major source of entertainment and a rapidly rising source of news for a majority of American house-
holds.” On the other hand, he said, various studies, including one by the American Association of Advertising Agencies, show that people are more fa-
vorably disposed to newspaper advertising than any other medium.

The urgency of expanded circulation was underscored by Mr. Silha when he said that “our broadcast competitors, in every presentation they make to retailers, hit

Nobody has it like the new Spotmaster 3000 Series

Model 3100 Slim Line —
the space saver for A size cartridges. Available in mono and stereo play-
back.

Model 3200 Compact —
for A and B cartridges. Available in mono and stereo, record/playback and playback only.

Model 3300 Standard —
for A, B and C cartridges. Available in mono and stereo, record/playback and playback only.

A new family of professional cart machines with all the standard features: large air-damped solenoid, a direct drive synchronous motor, and a rugged machined deck.

PLUS the Spotmaster exclusives: Phase Lok III head bracket for optimum stereo phasing; a superior, up-to-date, modular electronic package; a unique cartridge guidance system; and a full range of options including manual/automatic fast forward, additional cue tones and microphone input. Available in desk top or rack mounting.

For details call or write Broadcast Electronics, 8810 Brookville Road, Silver Spring, Maryland 20910. Telephone: 301/588-4983.

BROADCAST ELECTRONICS, INC.
A FILMWAYS COMPANY
More 18-49 women than any competing program in these 42 markets:

New York
Los Angeles
San Francisco
Detroit
*Dallas-Fort Worth
Pittsburgh
*Minneapolis-St. Paul
Miami
*Seattle-Tacoma

*Indianapolis
**Baltimore
*Milwaukee
Hartford-New Haven
Denver
*Kansas City
*Cincinnati
**Buffalo
**San Diego
New Orleans
**Orlando-Daytona Bch
*Dayton

You know your target audience in access time: 18-49 women.
"Match Game PM" delivers more of these target viewers than any competing program in 58% of its markets.
In 84% of its markets, "Match Game PM" delivers either the first or second largest audience of 18-49 women in the time period.
And in 24 markets, "Match Game PM" ranks first in 18-49 women

Source: ARB, Nov. 1976. Audience estimates are subject to qualifications of the rating service.
Knoxville
*Jacksonville
*Green Bay
*Spokane
*West Palm Beach
*Evansville
  Waco-Temple
**Greenville-NBrn-Wash.
  *Austin, Tex.
  Baton Rouge
  *Terre Haute
**Montgomery, Ala.
  *Yakima

**Rochester-MsnC-Austin
**Traverse City-Cadillac
Reno
*Utica
Bakersfield
*Meridian
Ardmore-Ada-Sherman
*San Angelo

*First in 18-49 women among all access shows on station.
**Second in 18-49 women among all access shows on station.

among all access shows on its station.

To make this target-audience reach even more impressive, “Match Game PM” offers this attractive skew: 57% of its 18-49 women are in the younger 18-34 age group.

Call now for the third year of this great Goodson-Todman production. Jim Victory Television Inc.

45 East 45 Street, New York 10017. Tel: (212) 686-8222
Industry objects to FTC plan to dictate wording in OTC advertising

Rulemaking looks to implement terminology approved by FDA

Trade associations representing broadcasters, advertising agencies and non-prescription drug manufacturers are taking a dim view of a Federal Trade Commission rulemaking that could place strict limitations on the wording used in over-the-counter drug advertising.

The rule itself says that an advertisement may not make "any claim directly or by implication, which the commissioner of food and drugs has determined . . . may not appear in the labeling of such drug." However, what has especially charged up opponents has been the FTC staff's interpretation of the rule: It would prohibit the use of terms not "specifically approved" by the Food and Drug Administration.

The FDA has begun a review of over-the-counter drugs, which includes labeling language. FDA review panels are expected to complete their work by 1981. Thus far, monographs have been issued in only two categories—antacids and antiflatulents. The rule would only apply to those OTC drugs that the FDA has reviewed.

The National Association of Broadcasters sounded a common theme among those filing when it said: "Stated simply, the FTC's rule would prohibit all speech not previously cleared by the FDA. Thus the TRR [trade regulation rule] would affect commercial speech regardless of its ultimate truthfulness. Adoption of such a rule would raise substantial First Amendment questions." According to the American Association of Advertising Agencies, the FTC staff has "the First Amendment backwards" and has "proposed prior restraint on free speech." The AAAA claimed that the rule would restrict language "regardless of what other means there may be of communicating the same information without deceiving the public."

AAAA also claimed the rule confuses the functions of labeling and advertising. It said that a label "affords an opportunity for extended disclosure" while "advertising, by contrast, is primarily a means of arousing interest in a product."

The Proprietary Association, whose members are involved in the sale and manufacture of over-the-counter medicines, said: "We believe that the commission must avoid an approach which limits advertising claims to specified terminology unless the commission can establish that all other terminology would be false or misleading. We believe that no such approach is possible."

It says that an FTC prohibition on synonyms would lead to "palpably absurd consequences." Referring to a proposed monograph on laxatives, the Proprietary Association said that an ad could lawfully say that a product provides "short-term relief of constipation," but "temporary constipation remedy" would be illegal.

The AAAA added that the rule would increase confusion among consumers who do not understand required terminology. The NAB seconded that notion and said that "even assuming . . . that terms used in labels and advertisements should be consistent, comprehension levels may vary according to the media. In other words, consumers might understand a written word to mean one thing and yet believe that the word, when spoken conveys a different meaning."

Another issue raised in the comments was whether the FTC has the right to accept the judgment of the FDA and promulgate a rule based on its findings. "The proposed TRR would create a new role in advertising for the Food and Drug Administration," the NAB said, "and in so doing, render the FTC subservient to its sister federal entity."

The Consumer Federation of America, however, supported the proposed rule and asked the FTC to go a step further. It said that advertisements should be banned for products that the FDA has not determined unsafe but has not classified due to insufficient information. And if they are not banned, the CFA said, a disclaimer should be tagged on saying that "the effectiveness of this product has not been established."

The Proprietary Association claimed that such disclaimers "would seriously mislead consumers." It said that a disclaimer saying a product hasn't been approved "would necessarily lead the consumer to infer the absence of approval was tantamount to a lack of safety or effectiveness. . . . Regardless of how the disclosure was worded, suspicion would be aroused."

Sherwin Gardner, acting commissioner of food and drugs, however, summed up his position by saying that "alternate terms in OTC . . . will unavoidably tend to frustrate the purpose of FDA's own restrictions on OTC product labeling." He noted that the FDA does allow for a review of terminology if it can be "scientifically demonstrated to be accurate. . . . The approved labeling of an OTC product is intended to insure the safe and effective use of a drug by laymen."

The FTC is to begin hearings on the proposed rule Feb. 28 in Washington.

Church groups with stock portfolios pressure firms on TV violence

They want advertising support withdrawn from action shows

A coalition of more than 150 churches that own stock in various corporations is mounting a campaign to urge those firms not to advertise on television shows containing "excessive and gratuitous violence."

One company, Eastman Kodak, has already responded to the campaign by proposing a detailed advertising policy. Another, Colgate-Palmolive, sent a member of the group a similar, though less specific, policy. The coalition has summarized existing company guidelines.

The coalition's campaign is being coordinated by the Interfaith Center on Corporate Responsibility of New York, an affiliate of the National Council of Churches. The groups plan, according to center research director, Dara Tharpe, is to use the following resolution at the next member churches' meetings of companies in which member churches hold stock:

"This company shall not allow its advertisements to appear on television programs containing excessive or gratuitous violence."

Besides Kodak and Colgate-Palmolive, the center's list includes Gillette, McDonald's, Pillsbury, Procter & Gamble, Sears, Roebuck and Schiltz. The companies were selected, Ms. Tharpe said, in part because they were named by two national Citizen's Committee for Broadcasting surveys as being relatively heavy sponsors of programs depicting violence (Broadcasting, Dec. 20).

Kodak's response came after members of the coalition had submitted a resolution for inclusion in an April 26 stockholder's meeting. The Jan. 19 letter, from Kodak Secretary Leonard S. Zartman, expressed the hope that the resolution would be withdrawn "if management adopts the proposed ad policy, the coalition would withdraw its resolution."

"It is the policy of the company," the policy reads, "to refrain from advertising on television programs which include violence for its own sake when violence plays no part in or makes no important contribution to a dramatic statement."

The proposed policy goes on to say that programs depicting "displays of brutality and suffering, as well as antisocial behavior which might easily stimulate imitation, would also be avoided."

Kodak's letter was written to the Rev. Michael H. Crosby, a member of the coalition who represents a group of five Catholic organizations in Wisconsin which own Kodak stock. Also Rev. Crosby said the Colgate-Palmolive statement, read to him over the telephone on Jan. 24, contained similar guidelines which the company said would be sent to heads of advertising agencies, networks and TV stations. "We are very happy," Rev. Crosby said, and I can see no reason why we will not withdraw our resolutions—if Kodak does adopt its proposal. He said discussions with the company will be held soon.

Members of the Interfaith Council hold controlling interest in no company, and Ms. Tharpe said its campaign was being conducted primarily as a "consciousness raising" effort. The center has previously coordinated similar campaigns on equal opportunity employment policies and on the image of women and minorities on television.
Fogarty asserts Minow's wasteland hasn't flowered

In maiden speech to broadcasters new FCC member flays TV programs, though forsweating censorship

FCC Commissioner Joseph Fogarty last week used his first appearance before a broadcaster group since joining the commission in September to brand TV programing and diversity depend "...distinguishable only in terms of their bizarre plots of violence and depravity."

That off his chest, Commissioner Fogarty went on to discuss possible solutions to that state of affairs. They do not involve FCC participation in the selection of programing, he said. Rather, they involve efforts to promote "a competitive television program marketplace in which creative achievement and artistic excellence can prevail."

One of the actions that reflects concern with those principles, he said, was the FCC's adoption three weeks ago of the inquiry into whether network practices are consistent with the "cardinal tenet" of the American system of broadcasting that licensees are responsible for the selection of the programs they exhibit (Broadcasting, Jan. 17).

The other was the FCC's call for the development of UHF through the creation of a master plan to achieve technical parity between UHF and VHF television. "Programming competition and diversity depend on large measure on greater utilization of the UHF portion of the spectrum," he said. Establishment of a task force to develop the plan was approved in October, (Broadcasting, Oct. 25, 1976).

Commissioner Fogarty, who was speaking before the South Carolina Broadcasters Association, in Columbia, was, in a sense, demonstrating that he was one FCC commissioner who had not been intimidated by Judge Warren Ferguson's decision in the family viewing case. The decision, with which the commissioner said he disagreed, held that the commission and its chairman, Richard E. Wiley, had pressured the three networks into adopting the family viewing plan and of participating in a "conspiracy" to usurp licensee independence through the National Association of Broadcasters.

He said the decision "overestimates the commission's power of persuasion, and underestimates the backbone of the television industry in the area of legitimate First Amendment interests," and added: "The First Amendment should protect the broadcast industry from improper government censorship, but it cannot provide a broadcaster with camouflage from criticism. This distinction was lost in the court's opinion."

While criticizing the general output of TV, Commissioner Fogarty conceded, "in fairness," that the industry "is developing and presenting more quality programs portraying the best, rather than the worst, of the human kind and our social condition."

But, he said, former FCC Chairman Newton Minow's "vast wasteland," 16 years later, is still vast and still contains too much waste.

Like critics of the medium before him, Commissioner Fogarty attributed what he saw as its failure to provide "meaningful programing alternatives" in reasonable supply to "industry economics"—the determination to achieve ratings high enough to attract advertisers and to justify charging them higher rates. "The stakes are simply too high to dare with something new—to take a chance with something different," he said. The loss of one rating point, he noted, may equal the loss of hundreds of thousands of dollars in advertising revenues.

As for what might be done to improve matters, he said, the First Amendment precludes government involvement in programming. But, he said, it also provides a guide as to the commission's "proper responsibilities" in that area. The Supreme Court, he noted, has held that in broadcasting, "the purpose of the First Amendment is to preserve an uninhibited marketplace of ideas in which truth will ultimately prevail, rather than at the expense of a monopolization of that market, whether it be by the government or a private licensee..."

Thus, he said, the effort to develop a plan to raise UHF to a position of technical parity with VHF is of critical importance. For "if there is to be television station growth in this country, it will come almost entirely in the UHF band." He also sees the future of public broadcasting and blueprints for additional commercial networks as hinging on UHF development.

Commissioner Fogarty called for full industry implementation of UHF/VHF
tuner comparability, said the quality of UHF signals must be improved at both the transmitter and the receiver, warned that the amount of spectrum space needed for UHF must be "carefully determined and preserved domestically and internationally," and, finally, asserted that the commission must see to it that the spectrum allocated to UHF is used with maximum efficiency.

As for the network inquiry—the notice was the commission's response to a petition filed by Westinghouse Broadcasting Co.—Commissioner Fogarty said that although the networks have "provided unique and significant programming to their affiliates and the viewing public," they have been charged with dominating the industry to the detriment of the public interest.

The commissioner, as did the commission in issuing its notice, said the inquiry is a "fact-finding" proceeding and that no "preconceived" have been reached. But, he said, "the inquiry represents an appropriate recognition of the need to preserve and promote diversity and competition in the television industry."

**FCC notes rise in hiring of women and minorities**

Blacks are up to 13.4% of total, women account for 27.3%

The FCC reports that the number of women and minority group members employed by radio and television stations continued to rise last year. The number of women rose from 38,347 to 41,257, and of minority group members, from 18,940 to 20,279. Over-all employment increased from 146,345 to 150,783.

The figures—for all stations with five or more full-time employees—tracks generally the results of the study by the Office of Communication of the United Church of Christ of employment practices at the nation's television stations (Broadcasting, Jan. 24).

The study, which is compiled annually from the employment profile reports broadcasters are required to file, shows that the number of women increased from 26.2% to 27.3%, and minorities from 12.9% to 13.4%.

Blacks remained the largest group among the minorities, with 12,654 employees (8.3%) last year, up from 11,818 (8%) in 1975. Spanish-surnamed Americans were the second largest group, with 5,660 employees (3.7%), compared to 5,535 (3.6%) in the preceding year, while Orientals remained in third place, with 1,259 employees (0.8%), up from 1,098 (0.7%). American Indians constituted the smallest group—706 employees or 0.4% of the total. The year before, the commission counted 671 American Indians in broadcasting, again, 0.4% of all employees.

**Van Deerlin hopes for no hold-up by FCC on his rewrite of 1934 legislation**

Concerned about the time-frame of the FCC's planned inquiry of network-affiliate relationships and the possibility of it impeding his subcommittee's work, House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has asked FCC Chairman Richard Wiley for details of the commission's intentions.

Mr. Van Deerlin's subcommittee has embarked on a basement-to-attic re-examination of the Communications Act of 1934, of which a review of network practices will be a part. The subcommittee chairman endorsed the commission's inquiry in a letter to FCC Chairman Richard Wiley, Jan. 12 (Broadcasting, Jan. 17), but asked then that the commission make it "reasonably well defined with respect to scope and timing."

Mr. Van Deerlin is concerned that the commission's inquiry not impede the subcommittee's ability to obtain views on network questions—it is possible, he says, such views might be withheld on the belief they might prejudice the commission's ongoing inquiry.

And a Jan. 19 letter to Chairman Wiley amounts to congressional oversight by mail. Depending on what the subcommittee reads in the FCC's answers, the letter may become the foundation for formal oversight hearings before the subcommittee this year, a subcommittee staffer said last week. Mr. Van Deerlin's questions: (1) Will the commission have to issue a notice of proposed rulemaking before any recommended changes in network practices can be instituted, and if so, how long will it take the commission to act? (2) Who will serve on the "special staff" referred to by the commission in its notice of inquiry to evaluate the comments in the inquiry, will there have to be a special appropriation to fund the group, and how will its work slow down "the other important business of the commission?" (3) Will the special staff do any research independent of the comments submitted in the inquiry? (4) What will be the role of the Broadcast Bureau's office of network study in the network inquiry, what are its employees' qualifications and what research have they published? (5) Will the commission study the impact of the advertising industry on network practices as part of the inquiry? (6) How will the new inquiry be different from the earlier one in 1955-57 that resulted in the "Barrow Report" in 1958, and how did the commission use the earlier report? (7) Will the FCC inquiry hinder the Justice Department's antitrust suits against networks?
Anticable advocacy. A 25-minute slide show extolling the virtues of free TV and warning of the dangers of cable and pay cable was presented to the FCC last week during its monthly en banc public meeting. This time the message came from the ABC Television Affiliates Association and, according to John Conomikes, vice president and general manager of WKEZ-TV Pittsburgh, and association chairman (middle left), the association, through its stations, hopes to present it to all of Congress by the middle of May, as well as to citizen groups, civic clubs and the like. Mr. Conomikes told the commission to expect to be contacted by people who have seen it. The association was also represented at the meeting by its vice chairman, William Turner (middle), president/general manager of KCAU-TV Sioux City, Iowa; Thomas Goodgame (right), vice president and general manager, KTVL-TV Tulsa, Okla.; Gene Bohi, vice president and general manager, WBPJ-TV High Point-Greensboro-Winston-Salem, N.C.; Tom Gookerly, executive vice president and general manager, WBAI-TV Washington; Joel Cohen, director of special projects, ABC-TV, and Robert Coll of the Washington law firm of McKenna, Wilkinson and Kittner. Mr. Cohen (bottom) narrated the presentation which called for voices to be “heard loudly in Washington” because “the future of television is being shaped today.” The presentation, among other things, said that unless trends are reversed, pay programming revenues will be so high that “free TV will not be able to compete” to secure programming. Commissioner James Quello, who admitted to playing “devil’s advocate,” asked why “no one seems to want to discuss” San Diego, where both broadcasting and cable have been said to flourish together. Mr. Turner then responded that while the problem might not be there, it certainly is in Sioux City. Commissioner Quello then threw out the thought that competition between cable and broadcasters might be solved by allowing networks to get into the subscription television business, providing service to those who want conventional TV and to those who will pay extra to avoid commercials. Another appearing at the en banc meeting was Janice Peterson, president of the Blind Action Forum, who called upon the commission to improve radio and telephone services to the blind. Ellie Martell of the American Telephone Consumers Council was there to criticize what she considers the “spiraling” costs of pay phone services.
The President of a leading TV rep firm in a letter to his stations...

"Nielsen... an increasingly necessary selling tool if we are to successfully attract additional business to your station... I urge you to consider subscribing to Nielsen and going after every dollar available."
AND NO WONDER. LOOK WHAT’S HAPPENED IN THE PAST YEAR...

- NSI added 49 new station clients in 1976
- NSI added 153 new Limited Market clients in 1976
- NSI added 33 new Advertiser Management Service clients in 1976
- NSI added 10 new Complete Package clients in 1976
- NSI added 11 new Multiple Market Package clients in 1976

IN SHORT, NSI CONTINUES TO GROW IN MARKETS ALL ACROSS THE COUNTRY

BETTER BUY... NSI

NIELSEN STATION INDEX
a service of A.C. Nielsen Company

NEW YORK, NY (212) 956-2500
ATLANTA, GA (404) 333-1010
CHICAGO, IL (312) 828-1178
MENLO PARK, CA (415) 321-7700
HOLLYWOOD, CA (213) 466-4391
DALLAS, TX (214) 620-0225
changing hands
announced
the following station sales were announced last week, subject to FCC approval:
- WQMS(FM) Hamilton, Ohio: Sold by Trinity Broadcasting of Detroit to Queen City Communications for more than $500,000 (exact price to be announced later). Seller is principally owned by Joseph and Dan Ninowski, who also own WBFG(FM) Detroit. Principal in buyer is Jay C. Thompson, Queen City bought WLW(AM) Cincinnati last year. WQMS operates on 96.5 mhz with 50 kw and antenna 433 feet above average terrain.
- WNSG(AM) Torrington, Conn.: Sold by Torrington Broadcasting Co. to Northwest Connecticut Broadcasting Co. for approximately $500,000. Principal in seller is Edmund W. Waller, who will remain with station as consultant. Buyer is wholly owned subsidiary of Home News Publishing Inc. of New Brunswick, N.J., which publishes New Brunswick Home News, five weekly newspapers and owns WINE-AM-FM Brookfield, Conn., and WKPT-FM-TV Kingsport, Tenn. WNSG operates on 610 khz with 1 kw day and 500 watts night.
- WPFM(AM) Fort Valley, Ga.: Rocket Radio Inc., licensee, sold by Paul and Mary Reehling and Mrs. Mary Suelzer to Fort Valley Radio Inc., owned equally by William O. Woodall, Timothy W. Moran and Allan H. Woodall, for $240,000. Mr. Reehling is mayor of Fort Valley, and Mrs. Suelzer is Mrs. Reehling’s mother. They have no other broadcast interests. William Woodall owns WGAP(AM) Valdosta, Ga., and has minority interest in WWSN(AM) Statesboro, Ga. Mr. Moran is general manager of WMAX(AM) Tallahassee, Fla. Allan Woodall owns 29.9% of WGRA(AM) Cairo, Ga. Messrs. Woodall are sons of W.C. Woodall Jr., who has interests in WMAX, WPFA(AM) Pensacola and WDSR(AM)-WTLD(AM) Lake City, all Florida; WSGW(AM) Greenwood, S.C.; WWSN(AM)-WMD(AM) Statesboro, WWDW-AM-FM Dawson and WBBK(AM) Blakely, all Georgia. WPFM is 1 kw daytimer on 1150 khz.
- KUIC(AM) Vacaville, Calif.: Sold by KPOP Radio to KUIC-Levin Radio Inc. for $210,000. Seller is partnership of Don C. Reeves (73%), Gene Ragle (18%) and two others. They also own KPOP(AM)-KPIP(AM) Roseville, Calif. Buyer is owned by Harvey B. Levin, who is former vice president and general manager of KNEW(AM) Oakland, Calif. KUIC operates on 95.3 mhz with 2.85 kw and antenna 205 feet above average terrain. Broker: William A. Exline.

other station sales announced last week by the FCC include: KMMX(AM) Poplar Bluff, Mo., and KANR(FM) Great Falls, Mont. (see page 67).

approved
following station sale was approved last week by FCC:
- WLOK(AM) Memphis: Sold by Starr Broadcasting Group to William Great Communications Inc. for $725,000. Seller (Peter H. and Michael F. Starr and William F. Buckley Jr. are largest stockholders in publicly traded group owner) reported negotiations for this sale at time it announced sale of its WCYB-TV Bristol, Va., to Grit Publishing. Financially troubled Starr said deal is “part of its program to reduce indebtedness and to meet current obligations.” Buyer is owned by H.A. Gilliam Jr., former vice president of Universal Life Insurance, Memphis. WLOK is on 1340 khz with 1 kw day, 250 w night.
- Other station sales approved by the FCC last week include: WFFG(AM) Marathon, Fla., WNSP(AM) New Orleans; WBRX(AM) Berwick, Pa., and WZAP(AM) Bristol, Va. (see page 67).

in-again, out-again
Tom Houser out again
former FCC commissioner now deals himself out of OTP directorship
Thomas J. Houser, the former FCC commissioner who returned to government service in July as President Ford’s choice to serve as director of the Office of Telecommunication Policy, is now back in private life. He has submitted his resignation to President Carter, effective Friday (Jan. 28).

Mr. Houser, one of the Republican casualties of the Democratic victory in November, leaves OTP at a time when its future is in some doubt. The Carter administration, as did the Ford administration before it, is reviewing OTP’s form and structure.

One certainty, Carter aides say, is that OTP’s functions—as telecommunications advisor and spokesman for the President, and manager of the government portion of the spectrum—will be retained in the executive branch. Another is that, if OTP is retained in something resembling its present form, it will be reduced in size. The last Ford budget—issued two weeks ago—indicated that the trend to a smaller-sized OTP has begun (Broadcasting, Jan. 24).

Mr. Houser, who returned to a Chicago law firm of Sidney & Austin after leaving the FCC in October 1971, plans, this time, to open his own law office in Washington. William Thaler, OTP’s chief scientist and acting deputy director, will serve as acting director.
NRB members discuss how best to spread the gospel

Workshops discuss 'excellence in Christian broadcasting' and government rules and regulations; FCC Chairman Wiley tells group that Americans want family shows.

Bringing "Light into a Dark World" is what the members of the National Religious Broadcasters view as their mission, and the group discussed how to accomplish this at its 34th annual convention last week in Washington (Broadcasting, Jan. 24).

The content of the television and radio programming they make available was not a big point of discussion in the meetings and workshops during the four-day gathering. Rather, the emphasis was on how best to spread the Gospel of Jesus Christ. This concern was reflected in a phrase that came up many times in conversation and was discussed at most of the sessions—"Excellence in Christian Broadcasting."

The meeting of more than 1,200 Christian radio and television station owners, operators and program producers opened Sunday evening (Jan. 23) at the Washington Hilton with President Carter declining his invitation to appear. The nuts and bolts issues were discussed Monday when six members of the FCC participated in a panel discussion moderated by John Midlen, Washington attorney and NRB counsel.

C. Phyll Horne, chief of the commission's Field Operations Bureau, talked about some of the technical matters before the FCC including television interference from citizen band radios—the number one problem for his bureau—and told the broadcasters that the problems are usually caused by CB’s having too much power, or television sets or stereo receivers lacking the proper sensitivity and selectivity to screen out the noise. Mr. Horne said the bureau is preparing a booklet to aid people in solving interference problems themselves.

James R. Hobson, Cable TV Bureau chief, explained the definition of a specialty station (one that broadcasts one-third of its weekly and prime-time hours with either religious, foreign language or automated programming). This allows a cable system to carry the station and not have it counted against the system's distant signal quota, thus making it easier for religious stations to get wider coverage.

In response to a question concerning the matter of whether citizens may petition the commission to deny a station sale because the buyer wants to change the format, Richard J. Shibgen, renewal and transfer division chief, has adopted the position of staying out of format change matters, preferring to leave that decision to broadcasters and the market conditions. There is little likelihood that the fairness doctrine will be repealed, according to William B. Ray, complaints and compliance division chief, since most congressmen think it is in their favor to keep the rule.

Another question concerned the petition for rulemaking filed by the Corporation for Public Broadcasting requesting the commission to reconsider its allocation of noncommercial FM channels. Martin I. Levy, chief of the broadcast facilities division, explained that the petition asks the FCC to consider, among other things, moving some class D, 10 watt FM stations out of that portion of the band reserved for noncommercial use to the commercial section so that some other noncommercial stations—that are now blocked from raising their power by the 10 watt stations—will be able to do so.

Other subjects raised with the commission officials included who can apply for automated transmission systems (non-directional AM's and all FM's); when the commission will consider the clear-channel inquiry (probably not until the fall); when there will be a decision in the VHF drop-in matter (possibly in February), and how long it is taking the commission to process applications for new commercial UHF stations (six weeks or more after being filed).

Wallace Johnson, FCC Broadcast Bureau chief, took the opportunity during the FCC panel discussion to ask the NRB, as he did at last year's meeting, to please spread the word that the FCC in 1975 denied the Lansman-Milam petition that many people thought asked the commission to ban religious stations. "The commission has received more than five million letters to date," he said, "and we're still getting 6,000 per day;"

This continuing flood of letters was also

Music money. A group of religious radio stations has formed the Religious Broadcasters Music Licensing Committee to negotiate with the American Society of Composers, Authors and Publishers (ASCAP) for a new music licensing contract. The initiative for such a group was begun by Ken Carter, WRYT(AM) Boston; Norman Bier, WSTI(AM) Largo, Fla.; Larry Wasserstein, WWOJ(AM) Hackensack, N.J.; Tom Harvey, WCH(AM) Chester, Pa., and WTIN(AM) Apopka, Fla. The group said that many religious stations use small amounts of ASCAP music and that it was unfair for them to have to pay the same flat percentage of their gross income as rock or other stations as negotiated by the All-Industry Music Licensing Committee. "We want to pay a fair fee based on the music we play," the group said. It currently has a meeting set with ASCAP for Feb. 3 in New York. The present contracts expire at the end of February.

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Broadcasting Jan 31 1977

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mentioned by FCC Chairman Richard E. Wiley, who spoke to the group on Tuesday, and was accorded a standing ovation. In his speech after accepting NRB's Distinguished Service Award (also awarded to Broadcasting Editor Sol Taishoff), Mr. Wiley said, "While I would ask your help in stemming this tide of correspondence...the essential point is that these people cared, and cared deeply, about the continuation of religious programming on radio and television." He went on to talk about programming, saying he thinks "the American people are thirsting for programming which is decent, wholesome and family-oriented, programming which will further the basic moral and spiritual values of our country and not degrade or destroy them.

The problem of excesses in television programming," Mr. Wiley said, "is but one more illustration of a marked trend away from a recognizable societal standard of propriety and decency." In reference to the family-viewing decision, he said, "I strongly disagree with that finding, and while the Department of Justice, the FCC and various segments of the broadcasting industry are vigorously appealing the decision, the significant fact is that—although the courts said they are free to do as they choose—all three networks have decided to continue the family-viewing plan because, apparently, they believe it to be in the public interest." And, he continued, "I am pleased to see many examples of a rise in public concern and action," citing the actions of J. Walter Thompson and General Foods in condemning "gratuitous and unnecessary violence in TV programs."

Also appearing at the convention Tuesday were Commissioners Margita White and Abbott Washburn who addressed the convention-related Washington Seminar in Communications—made up of college students—on various aspects of government service and communications.

Another FCC commissioner, Benjamin Hooks, addressed the meeting Tuesday night and told NRB members, "You have the obligation and opportunity to provide an alternative" to the sex and violence on TV today. He went on to exhort broadcasters to "be as concerned with the content of your programs as with the amount of power your stations have.

While not believing in government censorship, Mr. Hooks said the country "must return to a sense of parental responsibility" by "turning the set off" when there is something on that children shouldn't watch.

Subjects of convention workshops included television, station owners and operators, program producers and international broadcasting. In addition there were general sessions on excellence in all these categories and on economic and legal issues peculiar to religious broadcasting.

The workshops seemed to be a big hit with those attending. "Much better organized this year, they really got into some important points," said one member. Another commented on the feeling he got of much more openness and willingness to accept other points of view than had been shown at previous meetings.

Others happy with the convention included many of the exhibitors at the group's Church and Media Exposition. There were 75 exhibitors using more than 90 booths to display various computer, programing, equipment and service offerings. George Otwell of AP said he was very impressed. "I never dreamed there would be this many people that we would get so much exposure."

Word Records' Dan Johnson noticed a "substantial improvement in the number of broadcasters and good programers." Some equipment manufacturers were disappointed that there weren't more equipment manufacturers and distributors there, but most seemed to feel that the people they met will bring them business over the next year that they wouldn't have gotten otherwise.

Re-elected at the NRB's business meeting were: Dr. Abe C. Van Der Puy, president; Melvin Jones, treasurer, and Robert Ball, secretary. Dr. Thomas F. Zimmerman, former first vice president, declined to serve and E. Brandt Gustavson, former second vice president, was elected to that position. Mr. Gustavson was succeeded by Lee Shultz. Mr. Zimmerman was presented with a special plaque for his more than 25 years as an NRB officer.

Interesting attractions were the press conferences by Eldridge Cleaver and Charles Colson, both of whom claim to be "born again" Christians. Mr. Colson is working with prisoners and is helping Mr. Cleaver, the former Black Panther minister of information, raise money for his defense at his upcoming murder trial. Mr. Colson also announced that his book, "Born Again" is going to be made into a major motion picture by the producer of "The Omen," Robert Mungen.

Media Briefs

Movers. Former CBS President Arthur Taylor and FCC Chairman Richard E. Wiley were a fast-moving, perhaps even dynamic, duo over the weekend just ended. Between Friday and Sunday they were at a conference outside of London; today (Monday), they were to attend one in Washington.

The conference in England was sponsored by the Ditchley Foundation and was designed to explore "Television and its Effect on Public Behavior." Among other Americans on hand were Donald McGannon, president of Westinghouse Broadcasting; Peggy Charren, president of Action for Children's Television; Michael Arlen, of the New Yorker; and John Jay Iselin, of noncommercial WNET/TV New York.

The conference to be held today is being sponsored by the Parents Council of Washington. Its topic: "Changing Trends in Family Values." Besides Messrs. Taylor and Wiley, the participants are the Rev. Robert Cary Hill, chaplain of George Washington University's Newman Foundation; the Rev. John Huffman, pastor of the First Presbyterian Church of Pittsburgh; and Dr. Michael Maccoby, director of the Harvard Project on Technology, Work and Character. The Parents Council conference was announced in a release to the media by Representative Clarence J. Brown (R-Ohio). He said the conference would discuss a number of factors bearing on family life, including television and communications.

Gate counting. Attendance at National Association of Broadcasters' annual convention exhibit will be audited this year by Exposition Audit, division of Business Publications Audit, New York. NAB expects audit to confirm expected attendance of 5,000 at exhibits in Washington, March 27-30. Audit will be available afterward to exhibitors free of charge and is designed to help them (1) plan their selection of shows and (2) decide how to design, man and budget their exhibits. As with convention itself, exhibits will be spread among three hotels: Washington Hilton, Shoreham Americana and Sheraton Park.

Pardon. Among last acts of outgoing President Ford was pardoning of Iva Toguri D'Aquino, 60-year-old Chicago shopkeeper who was among women known as "Tokyo Rose" in propaganda
broadcasts to U.S. servicemen in Pacific during World War II. Mrs. D’Aquino was convicted of treason, served six-and-a-half years in prison.

**No flagrant wrongdoing.** FCC Administrative Law Judge Joseph Stirmer has granted one-year renewal for Triad Broadcasting Co.'s WSEZ(FM) Winston-Salem, N.C., subject of fraudulent billing hearing last June. Judge favored short-term renewal, finding that rule violations were based on ignorance and neglect and that dollar discrepancies were minor.

**CCMM turned down.** FCC has denied request of Council on Children, Media and Merchandising to alter TV license-renewal forms. CCMM asked that children’s programming be defined according to minimum child-audience levels, that licensees be required to update regularly commercial-practices questions and that commission regulate advertisements of “hazardous” products. FCC said proposals are adequately covered by industry code provisions.


**Fact-finding.** Corporation for Public Broadcasting has set up task force to examine status of minorities in public broadcasting. Committee, scheduled to hold first meeting in Washington Feb. 18, has Gloria Anderson, CPB board member from Atlanta, as chairperson and Vicki Assevere, former assistant counsel to Representative Augustus Hawkins (D-Calif.), as executive director. Twenty-five of 28 committee members are from minority groups. Among them are Ploria Marshall of National Black Media Coalition, Joe Aguayo of Children's Television Workshop and Irene Del Rosario-Buck of KQED(TV) San Francisco.

**Good deed.** KDKA-AM-FM-TV Pittsburgh collected $920,071 in fund-raising campaign for city’s Children’s Hospital. Radio stations kicked off drive on Dec. 6, 1976, with three weeks of live broadcasts from downtown department stores, and on Dec. 19 KDKA-TV presented its annual telethon, Very Special Christmas.

**Better than ever.** Harris Corp., Cleveland, estimates earnings for six months ended Dec. 31, 1976, were $16.6 million or $1.35 per share, up 33.8% over year-ago total of $12.4 million or $1.02 per share, adjusted for 2-for-1 stock split in December (Broadcasting, Dec. 6, 1976). Sales were approximately $275 million compared to 1975’s $244 million, up 12.7%. Net earnings for three months ended Dec. 31 are estimated at $9 million or $0.73 per share versus $6.6 million or $0.54 per share last year, up 37%, adjusted for split. Sales are expected to increase 19.6% to $150 million for quarter, compared to $125.3 million for same period last year.

**GE realignment.** General Electric Co., Fairfield, Conn., has appointed Stanley C. Gault—previously vice president and group executive of major appliance group—vice president and sector executive for company’s consumer businesses, effective Feb. 1. GE’s broadcasting stations and GE Cablevision Corp. will report to him.

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

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<th>Company</th>
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CBS pulls out of bidding for Olympic games

Network says it will not pursue pooling or individual agreements with Russians; now the situation looks more confused than ever

Yet another surprise in the already bizarre competition to secure broadcast rights to the 1980 Summer Olympic games in Moscow: CBS announced Jan. 25 its "unequivocal withdrawal" from the race.

CBS will pursue neither the pooling agreement submitted with ABC and NBC to the Justice Department nor its own individual negotiations, according to Robert Wussler, CBS-TV president.

The decision by CBS to pull out of negotiations for the Moscow Olympics came after network executives spent a weekend reviewing the situation. They reached their decision on Monday night, Jan. 24, according to Mr. Wussler. "None of us were sure that whichever network won it [the rights] would actually have won anything," he said later.

ABC quickly issued its own statement, declaring that the three-way pooling proposal was "no longer applicable." The Justice Department subsequently suspended its consideration of the networks' request for a ruling. ABC said in its statement that network executives would "reassess the situation regarding coverage of the 1980 Olympics and review all courses of action open to the company. A further statement will be made at a later date." No such statement had been made late last week.

NBC, meanwhile, said it hoped to "pursue the course proposed in the submission to the Department of Justice, despite the CBS withdrawal." But since ABC's statement appeared to make that hope somewhat academic, NBC executives were reported by sources there to be conferring on the subject, and a new announcement was expected soon.

CBS apparently was convinced to withdraw to a large degree by the risks defined in the networks' pooling proposal (Broadcasting, Jan. 24). Mr. Wussler said in his announcement: "When CBS cooperated in seeking such a pooling arrangement, we were doubtful about the business realities of the pooling proposal. Since then, on further reflection, we are convinced that it does not make sense for us to proceed along those lines."

He added: "At the same time, because it is becoming increasingly clear that the future of the venture is marked by so many imponderables, we have made the business decision not to pursue these negotiations on a unilateral basis."

The imponderables, as described in the pooling proposal, included the high fees being requested by the Soviet Union, the payment schedule which demanded substantial sums of money as early as 1978, the possibility of further demands by the Russians once an agreement had been reached and the possibility that, for some diplomatic reason, the games might not be held at all. CBS sources added another imponderable: how many nations might, or might not, participate even if the games were held.

Another problem, Mr. Wussler said, was that CBS was not entirely satisfied with the pooling arrangement proposed to the Justice Department. The agreement represented a "fair and equitable" compromise among the networks, he said, but "like any compromise" there were elements CBS did not wholeheartedly support.

And the Satra Corp, remained, as always, silent as to what it proposes to do with its "protocol" agreement with the Soviet Olympic Organizing Committee.

In related developments last week:

- ABC-TV quietly formalized its agreement for American and Puerto Rican broadcast rights to the 1980 Winter Olympic games in Lake Placid, N.Y. Price for the rights was $15.5 million, according to a spokesman for the Olympics Organizing Committee, with another $25 million paid for services and equipment. The spokesman said the total cost to ABC of $40.5 million is the highest ever paid for rights to Winter games.
- Sutra executive John J. Kapstein now says he will reveal his company's plans for the 1980 summer Olympic rights in late February, instead of in early February as indicated earlier.

Recruits join PTA campaign to pacify TV

Chicago picks up part of tab for antiviolence rallies; broadcasters defend reforms

The National Parent Teachers Association's drive against violence on television drew an endorsement from the acting mayor of Chicago last Tuesday (Jan. 25).

Chicago was host city that day for the fourth in a series of eight regional PTA hearings on the problem.

The preponderance of the 50-plus witnesses and the all-evening session agreed that there is a causal link between TV violence and aggression in children — amidst protests on that point from some broadcasters and a few other witnesses — and backed the PTA's plan to press for change.

The PTA antiviolence program, in addition to the hearings, calls for a nation-length campaign, visits to local TV stations, the networks, commercial sponsors, the FCC, legislators, and as last resorts, boycotts against sponsors of violent shows, formal complaints to the FCC and license challenges.

Michael Bilandic, acting mayor of Chicago, announced at the hearing that he will offer for the Chicago city council's approval a resolution urging Chicagoans to actively support the PTA's program. He also said $5,000 from the Mayor Richard Daley Youth Foundation will be given to the PTA to help defray the costs of the series of hearings. "We have seen the television networks and stations become enormously profitable by producing programs of high standards of entertainment and in spite of," he said, "but also by a flood of programs appealing to the lowest common denominator of the audience's emotions... It is hard to believe that the networks, which under the law must serve the public interest, are willing to disregard the effect that TV violence has on children."

Mr. Bilandic said he opposes censorship and told reporters after his appearance that the Chicago government will do nothing to put pressure on TV stations.

The hearing last week drew not only local and regional witnesses, but also representatives of national businesses and organizations, including, on the broadcast side, NBC's vice president for broadcast standards, Herminio Traviesas. He told the congregation that the question of whether viewing TV violence causes people to be violent "has not been settled," but "nevertheless we must—if we are to be responsible—accept the possibility."

"That, in fact, is NBC policy," he said, adding that his department, working with entertainment programs "at each stage of the production process," tries to strike a balance between avoiding needless and excessive violence and allowing "reasonable realism and conflict in drama."

A similar comment came from Neil E. Derrough, vice president and general manager of CBS's owned WBBM-TV Chicago, who said that although CBS feels "the jury is still out" on the equation of causality, CBS has nevertheless "reduced both the quantity and quality of violence on television."

Mr. Traviesas, with a second from Henry Levinson of the Television Information Office, belittled violence research studies such as that from the National Citizens Committee for Broadcasting, which is composed in part of a numerical indexing of violent TV shows. He said that study (Broadcasting, Dec. 20, 1976) fails to account for the severity of the violence or the context in which it occurred. Some violence can be used for the "purposes of education and training or the emergency series, for example," he said. "It seems ridiculous to suggest that a pro-social program like Emergency leads to violent crime."

Mr. Levinson argued that the networks are responding to the clamor over violence: "The result we're seeing now is a schedule with substantially fewer programs with potential for violent action."

Mr. Levinson questioned the wisdom of organizing a boycott of advertisers who sponsor violent programs. "Who would decide which programs and which advertisers you would single out? Would you
children’s over-all education. Douglas Smith, a special assistant to Michigan Governor William Milliken (R), said “unfortunately, most of the data reveals that parents do very little supervision of their children’s use of television. There is no orientation in the home to establish not only how much television should be watched, but also what does it mean and how real are those TV shows.” Because censorship “has its obvious problems,” he said, “setting standards for our own children’s TV watching may be an appropriate method of dealing with the TV violence.”

The First Amendment issue was the focal point of testimony by David Hamlin, executive director of the Illinois division of the American Civil Liberties Union. He cautioned the PTA to refrain from any effort to use the government to control TV programming. “I cannot imagine any rule, regulation, or guideline which the Federal Communications Commission could draft to control violence which would not also violate, directly, the concept of free speech,” Mr. Hamlin said.

On the other hand, the concept of free speech works for the PTA too, he added. The PTA “can advocate greater parental control of viewing. It can advocate a broader variety of programming, and it can even advocate—as forcefully as possible—an end to violent programs altogether. The First Amendment protects such advocacy just as it protects the programs themselves.”

The Rev. Jesse Jackson placed his organization, Operation PUSH (People United to Save Humanity) behind the PTA’s anti-violence effort. In testimony, he also advocated (1) setting up citizen review boards in the top-20 TV markets to review and research violent programming, (2) organizing demonstrations, marches, pickets and “view-ins” as a last resort around offending TV stations, as well as challenging their licenses, and (3) calling or writing the networks and sponsors with praise for good programming.

A representative of an advertiser, Kemper Insurance Companies, also testified in support of diminished TV violence. Charles Flannagan, advertising and marketing promotions manager, for the firm, said Kemper has a flat policy against sponsorship of shows with excessive violence. Excessiveness in its case extends to “any program which requires a ‘mature audience, parental discretion’ advisory” and “programs devoted exclusively to auto, motorcycle or power boat racing.”

Production firm formed

Formation of a new radio production, distribution and syndication firm, North American Radio Alliance, was announced last week, with Stephen B. Labunski as president, chief executive officer and part owner. The firm is a subsidiary of Hilton/Pollock Inc., New York, communications consulting organization set up Jan. 1 by Jack Hilton, former president of the Telecommunications division of J. Walter Thompson Co., and Kenneth Fairchild, long-time program manager and news director at stations in Houston and New York. Mr. Labunski joins NARA from the executive vice presidency of the Merv Griffin Shows operations. He is a former president of NBC Radio and also was vice president of Chuck Blore Creative Services, producer of radio commercials. NARA is at 475 Fifth Avenue, New York 10017, telephone (212) 689-2456.

NBC says there’ll be fewer violent shows in next year’s line-up

Howard says it’s what the public wants; more comedy and variety are said to be in the offering

NBC-TV expects to announce its 1977-78 prime-time schedule by the end of April, and it’s going to contain fewer ‘violent’ shows, President Robert T. Howard said last week.

“Enough of that,” he said. “We’re going to try new approaches.”

Mr. Howard said that NBC-TV has 50
pilot programs for the coming season and that they should be ready for executives to begin looking at them seriously toward the end of March.

Of the 50, he said 21 are comedies and the rest are mostly one-hour dramas, with some variety and other types mixed in. "We'd like to have more comedies [on the schedule]," he said, "and we'd like to find something new in the way of variety."

He said the "new approaches" didn't include plans to drop shows such as Police Story and Colombo, however. "I think Police Story is a very fine program," he said. "A lot of the time it isn't violent. It would be a mistake to take off a program like that." He had much the same to say for Colombo, which he called "light" and "fast," like "an Agatha Christie novel you pick up and read for relaxation."

Although he wouldn't specify which or how many, he reassured that the schedule would have fewer shows generally classified as violent. The public—and NBC affiliates—have made it clear they want fewer, "and that's what we're going to give them," he said.

Programming Briefs

Seen but not heard. At request of CBS Inc., FCC eliminated requirement that emergency messages on television include aural announcements. Change is amendment to "visual captioning" rule which becomes effective Feb. 1. FCC added, however, that it was expecting stations to make "timely aural announcements of critical weather and other emergencies in conjunction with captioned material."

But what about? National Cable Television Association has asked Small Business Administration to reconsider its December, 1976 ruling that CATV systems "solely engaged in the passive and contemporaneous retransmission of programs originating elsewhere..." NCTA said loan recipients should also include: systems in Alaska, Guam and other nonconiguous areas where "contemporaneous retransmission" is impossible; include systems that offer automated services such as time and weather, and systems which do not originate programing must offer others that opportunity through leased access channels.

Unofficial adviser. On Inauguration Day WMAL-TV Washington's 7:30 Live, local magazine-style program, broadcast man-on-street interviews containing advice people had for new President. White House Press Secretary Jody Powell subsequently wrote station requesting complete transcript of interviews. He got it.

For hearing-impaired. Public Broadcasting Service supplemented live inaugural coverage with sign-language translation, later presented events with open captioning. Rosslyn Carter and Representatives James C. Corman (D-Calif.) and Barry Goldwater Jr. (R-Calif.) had asked three commercial networks to provide sign language coverage. Networks turned down request saying PBS was doing it.

PAMS sold. Consolidated Communications Counselor of Omaha has announced that it has acquired 100% of the stock in PAMS Productions and Recording Studios, Dallas. William B. Meeks, who founded PAMS 25 years ago, has been named chairman of PAMS while CCC President Thomas Devaney will become president and chief operating officer of PAMS.

More to ABC. James L. Brooks, Stan Daniels, David Davis and Ed Weinberger, who have been associated collectively in top production capacities on such MTM Enterprises properties as The Mary Tyler Moore Show, The Bob Newhart Show, Rhoda and Phyllis, have signed long-range agreement with ABC Television to develop and produce comedy and variety programs for ABC-TV. Their new production entity has not been given name as yet.

Whistling. More than 14,000 persons are said to have participated in National Public Radio's two-hour Radio Net special Jan. 2, when listeners were asked to create live "new music" composition by telephoning their whistles to NPR stations winy(AM) New York, KERA-FM Dallas, KUSC(FM) Los Angeles, KSIN(FM) St. Paul and WABE(FM) Atlanta. Whistles were mixed and refined, then circulated to NPR stations by landlines and relayed to Radio France. NPR estimated that another 20,000 persons tried to join in but were prevented by busy phone lines.

NCTA preparing for all-out war against Bell bill

Schmidt says bill would shake CATV services, give monopoly to AT&T over common carrier

The National Cable Television Association has launched a major assault on legislation in Congress that has become known as the "Bell bill" (Broadcasting, Dec. 6, 1976), a measure to restrict competition in the common carrier industry, which, if passed, could cause the dismantling of the cable industry, NCTA says.

The battle has not yet begun over the controversial legislation, but NCTA President Robert Schmidt wants to make sure NCTA is in on the first round.

What's in a name? The National Association of Television Program Executives has designed a new 20-inch program excellence awards statuette whose shape is based on the classic Greek sculpture, Winged Victory. There will be two divisions of competition for the statuette—one for stations in the top-25 markets, the other for the rest of the stations, from the 26th market on down. Each of the two will have eight categories of awards, from best local variety show to best public-affairs show. So far, 250 entries have been submitted, according to NATPE. The only problem: NATPE officials still haven't come up with a nickname for the statuette. Soliciting suggestions: Bob Bernstein, 30 East 42d Street, New York 10017.

Cablecasting

Schmidt

He has begun to put the word out in interviews with the press, including national media such as the Associated Press, during which he tells reporters that the bill could give AT&T and the independent telephone companies that support it an unconscionable monopoly over common-carrier services.

He told Broadcasting it would also have a negative impact on broadcasting, and expresses bewilderment over broadcasters' seeming insensitivity to that.

The bill was introduced last year under the formal name, "Consumer Communications Reform Act of 1976." "The name made it sound like a good piece of legislation," said NCTA Executive Vice President Tom Wheeler. "That's why so many people supported it" (almost 200 congressmen and 16 senators last year).

Another reason it gathered support, said Mr. Wheeler, is that Bell has claimed the bill is needed to protect AT&T from losing revenues to smaller business-communications common carriers and, as a result, raising its residential phone rates to make up for those losses.

What NCTA doesn't like about the bill
of duo’s final performance as team. Program will be sent during afternoon before HBO’s regular programing begins. Systems are arranging local press conferences. Show is scheduled to be seen by subscribers Feb. 13.

Backs tax. State of New York is appealing state supreme court ruling that state sales tax does not apply to cable subscriber fees. State contends tax is applicable since telephone and telegraph services are taxed.

Coming attractions. Hollywood Home Theatre signed licensing agreement with Columbia Pictures for premiere showings of 15 movies on systems in Philadelphia and Pittsburgh areas. Included in package are “Shampoo,” “Hard Times,” “Funny Lady” and “Robin and Marian.”

Selling. Acton Corp., cable MSO, has sold its systems in Crisfield, Md., and Chincoteague, Va., to Caco Inc. of New York for undisclosed price. Total subscribers for both systems are about 3,400. Sales are subject to approval of city governments.

Make it clear. Community Antenna Television Association petitioned FCC for declaratory ruling postponing filing date for certificates of compliance for systems with less than 1,000 subscribers until commission resolves its docket on definition of cable system. CATA said filing places “severe financial and administrative burdens” on small systems that might be exempt when subscriber-number definition is established.

Working capital. Jones Intercable has refinanced 1,500 subscriber CATV system in Attalla, Ala. Ten-year loan for $300,000 was obtained from Firstmark Credit Corp. of Indianapolis. Jones said funds will be used to introduce pay programing, refinance short-term debts, augment working capital.

Minnesotas sale. Crookston Cablevision Co. of Crookston, Minn., was sold by Marlin O. Obie, William J. Kiewell and Jerome A. Dahlberg to G. David Gentling. Mr. Gentling also owns XROD-AM-FM Rochester, Minn., and sold KROC-TV to Quincy Newspapers Inc. for $4,250,000 last May (BROADCASTING, May 17, 1976). Crookston system has about 1,300 subscribers. Purchase price was not disclosed. Broker: Communications Equity Associates.

ATC is making plans to start pay TV

If FCC approves, company would invest $6.9 million to bring subscription programing, mostly films, to 24,500 in near future

American Television and Communications Corp., one of the country’s largest cable system operations, has its eyes on another medium—over-the-air subscription television. It has applied for a construction permit for channel 20 in Denver (where ATC is based) and hopes to broadcast five hours of subscription programing, primarily feature films, each night.

If given the go-ahead from the FCC, ATC said, its station could be on the air as early as in the fall of 1978. It has not yet specified what technical system would be used or which firms would supply the programing. However, ATC anticipates a $12 monthly charge (including $5 to lease a decoder), with additional per-program offerings, should the decoding system permit them.

Over-all, ATC has estimated a capital investment of about $4.5 million, with first year operating costs bringing that figure up to $6.9 million. By the end of its first year of operation, it projects a total of 24,500 subscribers, with the count at 40,000 for the second and third years.

The subscription programing schedule would generally run from 6 p.m. to 11 p.m. each evening with exceptions for special events, weekend programs and longer programs. The mix ATC presented to the FCC allot 70% of the schedule to feature films, with the remainder as follows: sports (10%), children’s programing (10%), theater (7%) and nightclub (3%).

In addition, ATC plans to offer 15 hours of conventional commercial programing per week. This would provide time for ATC to fulfill its FCC obligations in areas such as news and public affairs. ATC also is considering employing a programing concept used by cable systems—access time.

STV authority from the FCC may be off in the future but tomorrow (Feb. 1) ATC plans to begin multipoint distribution service to four Denver-area apartment complexes. ATC previously had been supplying films to the buildings on an individual basis. ATC claims that more than 100 apartment buildings there have contracted for the service and another 16 will take the service in two months.

ATC also expects to have an earth station in suburban Denver operating within a few months. While programing received via an RCA satellite will initially go only to apartment buildings, ATC envisions that the programing eventually would be incorporated into the channel 20 line-up. Although ATC says it has not decided what program sources its channel 20 schedule would be built around, Home Box Office and WTCG(TV) Atlanta are among those available on the RCA bird.

Optical wants more leasing regulations

Company says competition problems exist, calls for guaranteed access to cable systems with no rate barrier, reasonable rate return

At a time when most cable operators are clamoring at the FCC for deregulation, Optical Systems Corp., a pay programing
suppliers, has called upon the FCC to beef up its regulation of leased access channels.

Its petition for rulemaking said, "After five years of experience" with leasing channels, "Optical Systems now believes ... that for the commission’s stated policy objectives in the area of cable television to be realized, it will have to adopt new and comprehensive regulations to assure (1) reasonable access to cable systems with a rate and with conditions not designed to create a barrier to entry and (2) cable operators a reasonable rate of return and the integrity of their systems.”

Optical—which said it is the first and largest lessee which presents pay programming (it has 14 separate agreements)—claimed that "the commission’s trust was misplaced" since many cable operators are stifling competition by denying access. "The ‘experimental’ period is over," Optical said. "The commission’s own ‘monitoring’ of the development of leased channel access has already disclosed that serious problems exist. The time has come for the initiation of new rules to back up the commission’s long-stated goal of guaranteed access on a reasonable basis.”

It said that the TM Communications Co. “Escondido” case now in hearing at the FCC is a prime example of the need for new rules (Broadcasting, Nov. 8, 1976). According to Optical, TM refused to grant access with only the claim that “technical difficulties” would arise. Furthermore, Optical said, Pacific Cablevision, the party seeking access, was not given a chance to test the system. Optical also said TM claims the potential lessee should be disqualified for financial and technical reasons. "Again," Optical said, "no rules exist indicating what standards can or should apply to lessees, if any.”

In the petition for rulemaking, Optical said “it is not believed that such a ‘separation’ policy [barring cable operators from control of programming] is necessary so long as there are firm rules regarding rates and conditions of access.” Optical claimed that separations should be considered as a last resort and that such rules as proposed might prevent a separations policy from being implemented.

Regarding rates, Optical said that regulation need not assume the form of common carrier tariffs. It said the FCC should call for proposals and noted that several formulas already have been devised, including one where an operator gets a “guaranteed minimum” and about 10% of gross revenues of the lessee. Optical also said the commission should set “clear standards of eligibility for channel lessees” that “should be designed to permit maximum entry and access.” However, Optical added that operators should be able "to protect the technical integrity of their systems.” Optical said that the commission’s technical standards “provide an excellent starting point for measurement of the maintenance of technical quality.”

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**Looking ahead to 1980 elections and a call to end the equal-time rule**

NBC’s Schlosser says law should be repealed since it is obstacle in free journalistic reporting, gavel-to-gavel convention coverage has to be re-evaluated

President Carter “would serve the nation well by taking the initiative now in recommending removal of the equal-time rule and stating his willingness to debate again in 1980," Herbert S. Schlosser, president of NBC, said last week.

If he did, Mr. Schlosser continued, “this session of Congress would demonstrate its responsibility by acting on the matter promptly, as several of its leaders have urged. We are only three years away from the heart of active campaigning for the 1980 election. Action now would avoid having the merits of the equal-time issue obscured by the partisan pressures and political considerations of the next campaign.”

Mr. Schlosser, addressing the Georgia Association of Broadcasters Annual Institute last Wednesday at Athens, also said—as other NBC executives have suggested—that gavel-to-gavel broadcast coverage of the 1980 political conventions won’t necessarily be “automatic.”

If one candidate wins so much support in the primaries that his party’s convention becomes primarily a ceremonial confirmation, as Mr. Carter did in the 1976 Democratic primaries, “the networks will have to adjust their convention coverage to fit what is newsworthy and what isn’t,” Mr. Schlosser said.

“Gavel-to-gavel coverage will no longer be automatic. Journalistic judgments will determine how we cover the conventions,” he said and added that the equal-time law works against the best interest of the public as well as the broadcasters in putting “a real obstacle in the way of free journalistic coverage of the campaigns by radio and television.”

He said “NBC favors its total repeal. Failing that desirable step, it should be amended to exclude presidential and vice presidential candidates. And failing that, at the least, it should be amended to include debates as one of the exempt categories of programs, along with regularly scheduled news and news interviews.

“If we did, we would give the debate the benefit of planning by professional journalists, working with the candidates on the most effective formats, and it would facilitate the best technical presentation. In addition, if the equal-time rule were removed, broadcasters could get to work on developing a variety of other programs featuring the major candidates that would provide the American people with
essential information for the most important decision they make as voters.

"Responsible journalistic judgment should determine news coverage of the candidates. With the present restrictions removed, broadcast journalism would be better equipped to fulfill its responsibility for covering all newsworthy candidates, not only those of the major parties. If significant third-party or independent candidates should emerge, they should—and would—be given coverage relative to the public interest they generate. But this, too, is a matter of judgment. It should not be determined by a legislative formula."

Mr. Schlosser said the 1976 presidential and vice presidential debates, sponsored by the League of Women Voters, were flawed in that they were “held only to be covered by television” and the coverage was subject to rules laid down by the league. Nevertheless, he said, the league “performed an outstanding service” by simply making the debates possible. “The league,” he said, “was handed a lemon and it made lemonade.”

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NIS outlets begin to sign with other news services

AP, CBS, NBC, Mutual radio and UPI Audio are beneficiaries

Subscribers to NBC’s News and Information Service, which are facing NIS’s demise on May 29 but want to remain all-news, are beginning to align themselves with other national radio-news services. Although the plug will not be pulled on NIS for several months, some stations are already dropping the service, according to NIS’s Jerry D. Coffin, who is coordinating subscriber transitions.

“We’ve been very flexible in letting stations out of our end of the contract,” Mr. Coffin said.

Mr. Coffin said of the 62 former NIS stations, 43 have indicated they will remain all-news. But of those stations, he said, the “dominant” approach to the transition is to continue programming NIS material “right up until the end,” while at the same time gradually phasing in material from other services as well.

By last week, many stations had signed with other news services. Among them:


**NBC Radio:** WWCT(AM) Minneapolis; KCXW(AM) Kansas City, Mo.; WPM(AM) West Palm Beach, Fla.; KROW(AM) Salem, Ore.


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Front row seats. The Public Broadcasting Service gave viewers the opportunity to sit in on the confirmation hearings of President Carter’s cabinet nominees. During the first week of hearings, 25 hours of live, gavel-to-gavel coverage were presented, with another 15 hours taped for delayed broadcast. Supplementing that were nightly one-hour wrap-ups. The coverage, jointly produced by WETA Washington and WNET New York with assistance from the South Carolina ETV Commission, was partially funded with a $200,000 grant from the Corporation for Public Broadcasting. Public television’s coverage will continue through the hearings for director of the CIA. In the above scene cameras focus on W. Michael Blumenthal, on his way to becoming new secretary of the treasury. National Public Radio was also on hand to cover certain hearings. Initiative for the project was taken by WETA President Ward Chamberlin. Before the CPB grant came through, he went to more than 30 corporations but was unsuccessful in his attempts to secure funding from them.
When Robert Schuller speaks

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Meanwhile, an all-news radio co-op that would provide feature material to stations is in the formative stage; a meeting is planned for next month by those involved (Broadcasting, Jan. 24).

Nessen lashes out

Former White House news secretary on lecture circuit says media concentrate on the trivia instead of reporting the important news

Former White House Secretary Ronald Nessen was less than a week out of his old job, but he was already fulfilling dreams he had harbored of letting go fully, and without interruption, at print and broadcast reporters who had covered the White House during his 29-month tenure.

He was on the lecture circuit, telling college audiences of the media’s preoccupation with trivia at the expense of more important matters.

“As far as I can see, the trend toward trivial news has not stopped; it has continued to grow,” Mr. Nessen said at Memphis State University on Jan. 25. It was his first appearance since leaving the White House with Gerald Ford on Jan. 20.

“Sixty percent of the evening news shows are simply hand-shaking, hoopla and backstage developments,” he said.

He continued in that vein at Miami University of Ohio. “Even when surveys disclosed that people were learning more about the issues from candidates’ commercials than from news programs, this didn’t lessen the arrogance of the networks,” he said.

He said the media were too concerned with former President Ford’s stumbles, Billy Carter’s drinking habits, reports that a Chinese band played the Michigan State Marching Band during the visit of the former President (a graduate of Michigan) to China and Betty Ford’s comments about her daughter Susan.

That kind of preoccupation could have serious consequences, he said, and it might have cost Mr. Ford the election. “President Ford was portrayed as a stumbler,” he said. “Very real or imagined stepped step was blown up,” he said in his talk in Memphis.

Paley puts CBS News in council’s corner

CBS Chairman William S. Paley announced his support of the National Council News last week and pledged that CBS News will report any council findings against the network.

In a Jan. 24 letter to council Chairman Norman Isaacs, Mr. Paley said the council “now seems to CBS to have proven itself a promising independent non-government agency” for evaluating news coverage.

CBS is the only one of the three major television networks to openly endorse the council since its inception in 1973. Richard S. Salant, president of CBS News, was an early supporter, and joined the council last June. An NBC spokesman said his network reviews each complaint before the council which involves NBC and responds according to its “merits.” ABC’s relationship with the council has been “cool,” not cold,” according to Mr. Isaacs.

Mr. Isaacs said his understanding is that CBS will report council findings which are adverse to the network at a time which is “equivalent” to the time at which the objectionable broadcast was made.

Judge blocks law in Florida outlawing secret taping of talks

He says press freedoms outweigh personal ones in this case

WCKT(TV) Miami won a First Amendment victory this month when Judge Donald Stone of the Dade county circuit court declared that a state law barring the use of secret tape recordings by investigative reporters is unconstitutional and issued a temporary injunction prohibiting the state from enforcing the law.

“The Fourth Amendment right to privacy must yield to the First Amendment in this case,” the judge said. The law, an amendment to the Security of Communications Act, prohibits media from recording, as corroborating evidence, conversations between reporters and a person involved in situations of public interest, without the person’s knowledge and consent. Violation of the law constitutes a felony punishable up to five years in jail.

WCKT argued that TV stations need to tape secretly some interviews “to protect themselves from groundless law suits alleging misrepresentation and to insure reportorial accuracy “in order to prevent attacks on their right to renew their FCC licenses. Florida Attorney General Robert Shevin said that the law does not prevent

“The anticipated honeymoon between the new President and the media was short-lived for one Washington station. An editorial last Tuesday (Jan. 25) by Frank Scott, general manager of NBC O&O WRC7 Washington, cited a number of Carter short-fails: “His cabinet has anything but a new look. His promised cuts in the defense budget are now being called ‘savings,’ which won’t be readily obvious in the budget. His Tod Sorenson appointment soured in record time. His amnesty moves seem to satisfy no one. And now he is ordering thermostats to 85 degrees even when there are laws in many places requiring landlords to maintain 68-degree “minimums.” Mr. Scott’s summing up: “It makes you wonder if the new President wouldn’t like to start all over again—this time on the right foot.”
TV stations from making investigations. He contended that it only prevents the secret use of tape recorders and the unlawful interception of oral conversations for illegal purposes.

Mr. Shevin said the state will appeal the decision, which, WCKT said, does not affect a part of the amendment that demands a court order for the recording of a conversation when none of the participants is aware he is being taped.

**Journalism Briefs**

**Granting fellowships.** Applications for National Endowment for the Humanities fellowships for journalists at University of Michigan and Stanford University are due April 1. Twelve fellowships at each institution are available. Each pays $15,000 for nine-month academic year, beginning in fall 1977, plus tuition and $250 to help defray travel costs. Applications are available from Professor Ben Yablonsky, 3564 LSA building, University of Michigan, Ann Arbor 48109, or Harry Press, NEH program managing director, C-3, Cypress Hall, Stanford University, Stanford, Calif. 94305.

**Have a heart program?** May 1 is deadline for radio-TV entries in American Heart Association's 1977 Howard Blakeslee awards for outstanding reports on heart and blood diseases. Programs aired between March 1, 1976, and Feb. 28 this year are eligible. Information: AHA, 7320 Greenville Avenue, Dallas 75231.

**Connect the dots.** WSB-TV Atlanta anchorman John Pruitt delivers part of the regular 6 p.m. newscast Jan. 18 as part of the station's inaugural coverage—only he's in Washington. Said to be the first time in Atlanta television history that a station had a live report from a remote location via satellite on a regularly scheduled newscast, the feed was not easily accomplished. The signal originated at a rented studio at Washington, sent by AT&T land cables to Western Union's mobile earth station there, bounced off its Westar satellite, brought down in New York (because there is no way to receive the Westar satellite in Atlanta), sent back up to an RCA satellite, received at an Atlanta earth station by wcbf there via a permanent microwave link and microwaved by wsb-TV's ENG equipment back to the station and put on the air.

**Equipment & Engineering**

**Muzak satellite innovation draws attention of radio networks**

System, developed with RCA, to be used for relays to franchisees of music service; National Black Network shows strong interest; others seem unconvinced

The Muzak Corp. is testing a new receiving system for satellite transmissions which company executives hope will be ready for use by some of its 100,000 subscribers within a year.

Cooperating in the tests is RCA Americom. Spokesmen for both companies said the system could also be adapted for satellite transmissions of network radio broadcasts. The National Black Network is buying two of the receivers, but executives at other networks appear unconvinced that the Muzak system represents the end of their satellite-system search. "We haven't seen a system on paper yet that would fulfill our requirements," said Wilfred Prather, director of engineering for the NBC Radio Network.

Muzak's receiver employs a four-foot antenna, or dish, which can receive programs relayed by satellite from the company's Westbury (Long Island), N.Y., headquarters, according to Paul Warner, Muzak vice president and chief engineer. Mr. Warner said he spent three years developing the device in partnership with RCA Americom and the Harris Corp.

Muzak now sends its programs on tape to 250 American franchisees (350 worldwide). The franchisees, in turn, send the programs via common carrier lines either directly to the customer's office or factory or to FM stations which broadcast them on subchannel frequencies to customers equipped with single-channel Muzak receivers. A spokesman for RCA Americom said Muzak now spends about $10 million a year on distribution.

The new system would not only eliminate leasing costs for common carrier lines and FM subchannels (which Mr. Warner said cost anywhere from $2,500 to $25,000 each a year for some 600 leasing stations), but also would eliminate the costs of tape and shipping. Also possible would be the simultaneous broadcast of several different Muzak programs from which the customer could select, according to Mr. Warner.

Eddie Hogan-Bassey, director of engineering and network operations for the 100-affiliate National Black Network, said his company is anticipating an expansion into the Caribbean area, and may order as many as 1,000 of the receivers once they are approved by the FCC. NBN also is testing an RCA Americom receiver with a six-foot dish, however.

Mr. Warner said prototype models of his receiver are presently selling for less than...
**Hughes lines up lots of time on satellite**

**Much of it will be used by SIN; newly acquired Paramount operation won't say what the rest is for**

Hughes Television Network, now a subsidiary of Paramount Pictures Corp., announced last week it had signed a three-year, $2.8-million agreement with RCA American Communications Inc. that would expand its use of the RCA satellite system to virtually 24 hours a day in the third year of the contract.

In each of the first two years, Hughes' use of the satellite would expand from the present minimum of 1,800 hours a year to at least 5,000 hours a year. The announcement did not indicate what uses Hughes planned to make of the increased time, and Hughes officials declined to elaborate.

Paramount officials said later that most of the additional time initially would go to fulfill a "long-term" commitment of Spanish International Network, announced simultaneously, for 2,900 hours of Hughes satellite service a year. The rest of the additional time, Paramount officials said, is expected to be taken by expansion of the Hughes network's present services, including sports coverage and other programming. They denied speculation that they plan to build Hughes into a "fourth network."

SIN officials said their use of Hughes satellite time would be devoted to distribution of programming—now about 21 hours a week—that has previously been taped and recycled to SIN affiliates, plus new live programming.

The announcement said Hughes would provide video services under the standard satellite usage agreement according to a fixed-term tariff that has been filed with the FCC and is subject to FCC approval.

**FCC engineer cleared of any wrongdoing**

**Investigation into father-son business connection on VHF drop-in project finds things OK**

An FCC engineer has been cleared of any suggestion of wrongdoing in connection with the efforts of his father to solicit consulting work from UHF stations with letters asserting he could help them win FCC approval of VHF drop-ins in their respective markets.

The FCC engineer, James R. Audet, had been assigned to the VHF drop-in project. His father, J. Paul Audet, with whom he lives in a Washington suburb, is not a graduate engineer but had done consulting work for the Department of Defense in the field of Television.

As soon as word of the letters to the UHF stations reached the commissioner—the elder Mr. Audet said he had written to stations in "eight or nine markets"—the younger Mr. Audet was suspended from work on the drop-in project, an inquiry into the matter was begun, and another engineer was assigned to check the work the younger Mr. Audet had done. Both father and son denied the son had compromised the security of the information on which he had been working (BROADCASTING, Dec. 13, 1976). And last week, Broadcast Bureau officials said that the inquiry has been completed and that the younger Mr. Audet "comes up quite clean" in it. The check of his work was said to have revealed some minor arithmetical errors but no indication of bias. However, the younger Mr. Audet will not be returned to the drop-in project.

**Ikegami with assistance**

ABC-TV has purchased 22 computer-augmented color cameras from Ikegami Electronics Inc. of New York. The new cameras will replace obsolete equipment in the network's Chicago and San Francisco studios and also will be installed in new studios in Los Angeles and New York, according to Julius Barnathan, ABC's president of broadcast operations and engineering.

The HK-312 cameras have an add-on "microcomputer" for set-up and alignment of the cameras, according to an Ikegami spokesman. He said as many as five cameras can be aligned by one computer. The cameras are now being used in production of Welcome Back, Kotter and the new ABC sitcom Fish. Mr. Barnathan said the cameras will be used in New York for the Good Morning, America show as well as for local news on WABC-TV he said, and may eventually replace all ABC studio cameras.

List price of the HK-312 camera, lenses and tubes was placed roughly at $85,000 by an Ikegami spokesman, who said the microcomputer unit sells for about $15,500.

**Set sales up in ’76**

EIA says sales to dealers of color units rose 18.7% over ’75

Sales of television sets to dealers in 1976 rose 12.6% over 1975 and radio set sales increased 11.1%, according to the Electronic Industry Association.

EIA reported that in 1976, 12,896,127 television receivers were sold, compared to 11,452,900 in 1975. Color television sales to dealers were up 18.7%, with 7,700,193 sets sold in 1976 compared to 6,485,297 in 1975; monochrome sales for 1976 were up 4.6% with 5,193,934 receivers sold compared to 4,967,603 monochrome sets sold in 1975.

AM and FM radio sales were 28,290,085 sets for 1976, an increase of 11.1% over the 25,456,316 sets sold in 1975, according to EIA. Total automobile radio sales of 12,445,063 receivers for 1976 were up 34.7% over 1975 figures; total radio sales to dealers for 1976 were 40,735,148, up 17.4% compared to sales in 1975, as reported by EIA.
### Natural Language Representation

#### Weather-sensitive

“When the sun shines in Seattle, everybody wants to boogie,” says Steve West of KJR(AM). On sunny days in that somewhat damp city, KJR jingles proclaim “sunshine and good times,” and, Mr. West says, “we try to reflect the town’s and the people’s attitudes. When it’s a nice day, they go crazy. They’ll be looking for something like Aerosmith. The sun must be shining in Seattle; that group’s latest single, *Walk This Way* (Columbia), is No. 5 at KJR (and No. 11 on *Playlist*). But KJR is also prepared for the rain—a “rain category” of music includes current ballads and mellow oldies such as the old Dramatics tune, *In the Rain*. “There’s a lot of hard rock, jazz and country influence in Seattle, says Mr. West. “The Eagles or Linda Ronstadt were bigger on the West Coast prior to East Coast acceptance. What doesn’t move quickly in Seattle is disco, says Mr. West. What’s moving in includes *Year of the Cat* (Janus), by Al Stewart; *Night Moves* (Capitol), by Bob Seger, and *Lost Without Your Love* (Elektra), by Bread.

#### Top Songs

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<tr>
<th>Country</th>
<th>Over-all rank</th>
<th>Last week</th>
<th>Title (length)</th>
<th>Artist—label</th>
<th>Rank by day parts</th>
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<td>Steve Miller — Epic</td>
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<td>Hello (4:09)</td>
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<td>Never My Love (3:01)</td>
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<td>You Can Do Anything (3:59)</td>
<td>Carly Simon — Atlantic</td>
<td>1 1 3 1</td>
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<td>5</td>
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<td>Can't Love Him (4:30)</td>
<td>Carly Simon — Atlantic</td>
<td>1 1 3 1</td>
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<td>6</td>
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<td>Don't Let Me Be Misled (3:30)</td>
<td>Steve Miller — Epic</td>
<td>1 1 3 1</td>
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<td>7</td>
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<td>You've Never Love Like This Before (3:20)</td>
<td>The Carpenters — A &amp; M</td>
<td>1 1 3 1</td>
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<td>8</td>
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<td>Goodbye To Nebraska (2:57)</td>
<td>Jeff Beck — A &amp; M</td>
<td>1 1 3 1</td>
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<td>9</td>
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<td>Body And Soul (3:00)</td>
<td>Daryl Hall &amp; John Oates — Atlantic</td>
<td>1 1 3 1</td>
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<td>10</td>
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<td>You're The One That I Can't Live Without (3:40)</td>
<td>The Carpenters — A &amp; M</td>
<td>1 1 3 1</td>
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#### Contemporary

<table>
<thead>
<tr>
<th>Over-all rank</th>
<th>Last week</th>
<th>Title (length)</th>
<th>Artist—label</th>
<th>Rank by day parts</th>
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<tr>
<td>Last week</td>
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<td>6-10a 3p 7p 12p</td>
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<tr>
<td>5 1  Hot Line (2:59)</td>
<td>Sylvers — Capitol</td>
<td>3 1 1 5</td>
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<tr>
<td>1 2  Carwash (3:18)</td>
<td>Rose Royce — MCA</td>
<td>2 5 3 1</td>
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<tr>
<td>2 3  I Wish (4:12)</td>
<td>Stevie Wonder — Tamla/Motown</td>
<td>1 4 2 2</td>
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<tr>
<td>6 4  Blinded by the Light (3:48)</td>
<td>Manfred Mann — Warner Bros.</td>
<td>5 2 6 3</td>
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<tr>
<td>3 5  You Make Me Feel Like Dancing (2:48)</td>
<td>Leo Sayer — Warner Bros.</td>
<td>6 6 4 4</td>
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<tr>
<td>11 8  Walkin' New England (3:31)</td>
<td>Barry Manilow — Arista</td>
<td>8 3 5 16</td>
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<td>4 7  Dazz (3:35)</td>
<td>Brick — Bang</td>
<td>4 9 7 9</td>
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<td>7 8  New Kid In Town (5:02)</td>
<td>Eagles — Epic</td>
<td>7 7 8 8</td>
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<tr>
<td>15 9  Torn Between Two Lovers (3:40)</td>
<td>Mary MacGregor — Arista</td>
<td>9 7 8 7</td>
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<tr>
<td>8 10  You Don't Have to Be a Star (3:40)</td>
<td>Marilyn McCoo &amp; Billy Davis Jr. — ABC</td>
<td>10 12 11 11</td>
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<td>10 11  Walk This Way (3:31)</td>
<td>Englebert Humperdinck — Epic</td>
<td>11 10 12 10</td>
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<tr>
<td>19 16  Lost Without Your Love (2:56)</td>
<td>Bread — Elektra</td>
<td>17 19 14 16</td>
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<td>23 17  Night Moves (3:20)</td>
<td>Bob Seger — Capitol</td>
<td>19 16 17 16</td>
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<tr>
<td>25 18  Theme from &quot;A Star Is Born&quot; (Evergreen) (3:03)</td>
<td>Barbra Streisand — Columbia</td>
<td>16 17 18 22</td>
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<tr>
<td>17 19  Somebody to Love (4:53)</td>
<td>Queen — Epic</td>
<td>18 20 19 20</td>
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<tr>
<td>20 21  Do Your Thing (3:34)</td>
<td>Fleetwood Mac — Warner Bros.</td>
<td>25 26 21 17</td>
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<td>21 22  Cherchez La Femme (3:33)</td>
<td>Dr. Buzzard's Original Savannah Band — RCA</td>
<td>20 21 24 23</td>
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<td>25 23  I Like Dreamin' (3:29)</td>
<td>Kenny Nolan — RCA</td>
<td>21 22 22 25</td>
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<td>12 24  Stand Tall (3:20)</td>
<td>Burton Cummings — Pop/Chart/CBS</td>
<td>23 20 23 26</td>
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<td>31 25  Dancing Queen (3:50)</td>
<td>Abba — Atlantic</td>
<td>24 25 26 27</td>
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<td>22 26  Rubberband Man (3:30)</td>
<td>Spinners — Atlantic</td>
<td>24 26 27 28</td>
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<td>27 27  Hard Luck Woman (3:29)</td>
<td>Klaan — Casablanca</td>
<td>29 30 25 20</td>
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<td>32 28  Boogie Child (3:30)</td>
<td>Bee Gees — RSO/Polydor</td>
<td>28 29 28 30</td>
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<td>36 29  Long Time (3:03)</td>
<td>Boston — Epic</td>
<td>27 31 29 32</td>
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<td>24 30  Livin' Thing (3:30)</td>
<td>Electric Light Orchestra — United Artists</td>
<td>30 28 31 31</td>
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<td>29 31  I Ain't No Angel (6:33)</td>
<td>Stevie Wonder — Tamla/Motown</td>
<td>37 40 30 24</td>
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<tr>
<td>33 32  Dreamboat Annie (2:59)</td>
<td>Heart — Mushroom</td>
<td>37 24 34 29</td>
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<tr>
<td>37 33  Don't Leave Me This Way (3:35)</td>
<td>Thelma Houston — Tamla/Motown</td>
<td>31 34 33 33</td>
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<tr>
<td>34 34  Muskrat Love (3:28)</td>
<td>Captain &amp; Tennille — A&amp;M</td>
<td>32 33 32 36</td>
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<tr>
<td>18 35  Sorry Seems to Be the Hardest Word (3:28)</td>
<td>Elton John — Rocket/MCA</td>
<td>33 32 35 34</td>
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<tr>
<td>40 36  Don't Give Up On Us (3:30)</td>
<td>David Soul — Private Stock</td>
<td>35 36 36 35</td>
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<tr>
<td>40 37  Jealous On (2:36)</td>
<td>David Cassidy — Chrysalis</td>
<td>34 37 40</td>
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<tr>
<td>38 38  Things We Do For Love (3:32)</td>
<td>Barbra Streisand — Columbia</td>
<td>36 38 38 38</td>
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<tr>
<td>39 39  Love So Right (3:19)</td>
<td>Bee Gees — RSO/Polydor</td>
<td>38 37 39 37</td>
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<tr>
<td>35 40  Nadia's Theme (2:50)</td>
<td>Barry Di Vorzon &amp; Penny Botkin Jc — A&amp;M</td>
<td>* 36 • • •</td>
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Media

Albert C. Lucero, VP/general manager, Rust Craft Broadcasting’s WROC-TV Rochester, N.Y., named to head 11 Rust Craft-owned radio stations.

Marjorie G. Lee, director of systems and procedures/personnel director, Petry Television, New York, joins Outlet Co., Providence, R.I., as corporate director of personnel development.

Betty M. Robertson, assistant controller/director of personnel administration, Cosmos Broadcasting, Columbia, S.C., promoted to controller, retaining personnel duties.

Charles Macatee has resigned as general manager of WMAL(AM) Washington, whose sale by Washington Star Communications to ABC has been approved by FCC (Broadcasting, Jan. 3). Andrew M. Ockershausen, who headed Washington Star broadcasting division, will become executive VP of WMAL Inc. after ABC takeover, with independent general managers for AM and FM reporting to him.

David R. West, sales manager, Bonneville Broadcast Consultant, Tenafly, N.J., joins CBS Radio Network as field manager, affiliate relations.

Gloria Wilson, general manager, WSCC(AM), WXTC(FM) Charleston, S.C., named VP.

Tom Longfellow, general manager, Arkansas Radio Network, elected to second term as president, National Association of State Radio Networks, succeeding Gene Craft, manager, Texas State Network. Mr. Longfellow had been president in 1974.

Jim Stewart, program director, KCBC(AM) Des Moines, Iowa, named general manager, succeeding Don E. Weir, who becomes general manager of co-owned KLWW(AM) Cedar Rapids, Iowa. Don Timmerman, KLWW account executive, named general manager for FM counterpart, KFMW.

Wally Ausley, VP/assistant general manager/farm director, WPTF(AM) Raleigh, N.C., named station manager.

David A. Yates, station manager, KFHN(FM) Jonesboro, Ark., promoted to general manager.

Peter G. Lenz, promotion manager, WKBW-TV Burlington, N.J. (Philadelphia), joins WTVN-TV Columbus, Ohio, in same position.

Dixie Denbo, accountant/office manager, KWKZ-AM-FM Santa Ana, Calif., promoted to business manager.

Barbara Krefetz, administrator of advertising and promotion, WMC-AM-FM-TV Memphis, named promotion manager.

Amos Brown III, account executive, WTLG(FM) Indianapolis, appointed assistant station manager.

Woodward J. Maurer, sales manager, WKAL-AM-FM Rome, N.Y., appointed general manager, replacing Jackson B. Maurer, president of licensee, Maurer Broadcasting Corp.


Greg Jarrett, news director, KRIZ(AM) Phoenix, joins WZQJ(AM) Frederick, Md., as information coordinator.

Broadcast Advertising

Edward D. Brown, VP management supervisor, Doyle, Dane Bernbach, New York, named VP and assistant to chairman, Carl Ally Inc., New York.


Susan K. Meisel, manager of sales presentations for NBC owned-and-operated stations, New York, appointed research manager, Blair Telecommunications's ABC Station Division sales unit there.

Ed Youngmark, account executive, TeleRep, Chicago, joins Blair Televison's Chicago ABC sales team, succeeding William Murphy, transferred to Blair's New York ABC sales unit.

Ken Hege, general sales manager, WSCC-TV Charleston, S.C., named VP.

Raymond K. Coleman, assistant general sales manager, WBN-AM-FM Buffalo, N.Y., appointed general sales manager.

Albert M. Benz, assistant sales manager, WUTV(AM) Buffalo, N.Y., named director of marketing and administration. Joseph M. Heckel, account executive, promoted to local sales manager. Thomas A. Neeson, account executive and studio producer/director, appointed assistant marketing director.

Patrick J. Kenney, national sales manager, WEMS(AM) Cleveland, joins KCRA-TV Sacramento, Calif., as general sales manager, succeeding Bob Grant, named local sales manager. Mr. Grant succeeds Harvey Fisher, named to head new sales development and strategy department. John Kuenke, account executive, Blair Televisions, joins KCRA-TV as sales manager of station's San Francisco sales office.


Jarrett N. Day, broadcast manager, Keyham(AM) Houston, assumes additional duties as commercial manager.

Carl Laneri, sales manager, NBC News and Information Service, Detroit, joins WDEA(AM)-WBFO(FM) Indianapolis as general sales manager.

Charles Cibella, sales representative, WHHH(AM) Warren, Ohio, named sales manager.

Robert H. Harrison, account executive, WHAM-FM Providence, R.I., promoted to local sales manager.

Annette Leidlerman, manager of press relations, CBS Television Stations Division, New York, named director of retail communications, retail sales unit, television stations division.

Richard D. Maslottl, director, central sales, NBC, Chicago, joins CBS Television Network Sales there as account executive.

Robert J. Hennessey, independent management consultant and former corporate controller for Westinghouse Broadcasting, joins Kelly, Nason, New York, as controller.

Dennis Gillespie, special resources VP, and Lawrence P. Loelio, VP and treasurer, Peters Griffin Woodward, Inc., New York, named senior VP's.


Barrie Curtis Slepian, associate creative director, Compton Advertising, New York, named creative director. Dan Hulbert, creative director, appointed general manager of creative department.

Philip D. Matz, VP/associate media director, Kenyon & Eckhardt, Detroit, promoted to media director.

Constance Gerace, media buyer, Tatham, Laird & Kudner, Chicago, and Cynthia Kerr, media estimator, Marsteller, joins Foot, Cone & Belding there as media buyers.
Arnold Friedman, former creative director of Independent Television Corp., New York (now ITG Entertainment), named director of public relations, American Media, Rutherford, N.J., advertising agency. 

Polly Goodrich and Sally Luttrell, media supervisors, Henderson Advertising, Greenville S.C., named associate media directors. 

Lidi Fiamming, media director, Carmichael & Co. advertising, Durham, N.C., named VP. 

Glenn Tintera, director of client services, D’Arcy-MacManus & Masius, St. Louis, appointed executive VP/general manager, St. Louis office. 

George W. Yurcisin, art director/production manager, Fry/Hammond/Barr Inc., Orlando, Fla., joins Luckie & Forney, Birmingham, Ala., as art director. 

Robert J. Evanko, media buyer, Carr Liggett Advertising, Cleveland, named assistant media director. 


Joseph R. Dawson, account executive/research director, and executive J. Hedges, art director, Newman, Saylor & Gregory advertising, West Columbia, S.C., have formed Dawson & Hedges there, specializing in advertising projects, research and marketing. 

William Allen Jones, assistant secretary, Walt Disney Productions, Burbank, Calif., elected to additional responsibilities as assistant treasurer. 

Thom Price, music director/air personality, KGOM(AM) Cape Girardeau, Mo., joins KEYH(AM) Houston as production director. 

Oris Moran, former member of KILT(AM) Houston traffic department, joins KEYV as traffic manager. 

Rick Roberts, program director, WCEN(AM) Elizabeth City, N.C., named to same post, WCECC(AM)-WFM(AM) Rocky Mount, N.C. 

Broadcast Journalsm 

Dave Parker, director of community affairs, WCVT-TV Charleston, S.C., elected president, South Carolina Associated Press Broadcasters. 

Chuck Drier, executive producer, WIS-TV Columbia, and Jim Salley, news director, WOKI(AM) St. Matthews, elected VP’s of television and radio, respectively. 

Rick Spratling, news director, KUTV-TV Salt Lake City, appointed president of Utah AP Broadcasters. 

Bob Moon, news director, KRPV(AM) there, named director. 

Larry Manne, executive producer/news director, KDKA-TV Pittsburgh, joins WRLA TV Raleigh, N.C., as news director. 

Marie Stebbins, reporter/weekend anchor, WJDO-TV Orlando, Fla., joins KOHU-TV Houston as general assignment reporter. 

Howard Kelley, assistant news director, WHTV(AM) Jacksonville, Fla., promoted to news director. 

Tony Windsor, from WTMV(AM) Columbus, Ga., joins WTVL as executive news producer. 

Tom Reed, from WIXA-TV Atlanta, named WTVL news producer. Al Morgan, news director, WCFC(AM) Jacksonville, WTVL as assignment editor. 

Hogan, from WTVL Detroit, named WTVL co-anchor. 

John A. Watson Jr., news director, WMBR(AM) there; 

Gail Washington, co-hostess of public affairs show, WPTZ(AM) there; 

Lorraine Fuller, reporter, WKZO(AM) Kalamazoo, Mich., and Carl Voelter, from WCCL(AM) Miami, named WTVL reporters. 

Mike Newsom, from WSNM-TV Detroit, joins WTVL as news photographer. 

Ann Erikson, ENG editor, WCEA-TV Tallahassee, Fla., joins WTVL in same capacity. 

Bill Rice, with various responsibilities in news department including reporting and producing, KBKITV Fresno, Calif., named news director. 

George Noory, senior news producer, WJCB-TV Detroit, appointed executive producer. 

Edmund S. Dorsey, senior news director, WINS(AM), New York, appointed executive editor of station. 

Paul Steuber, executive producer, WISH-TV Indianapolis, joins WTVK-TV Poria, Ill., as news manager. 

Christine Zak, reporter/anchor/photographer, WPTATV Roanoke, Va., joins WEEK-TV as co-anchor. 

Lori Lirth, graduate, University of Missouri School of Journalism, Columbia, joins KAIT-TV Jonesboro, Ark., as reporter/weekend anchor. 

Randy Webber, graduate, University of Texas School of Journalism, named KAIT-TV reporter. 

Andrew Onitz, weekend anchor/reporter, WAPB-TV Baton Rouge, joins KSLA-TV Shreveport, La., as anchor. 

McClain Ramsey, anchor/reporter, WDEA-TV Chattanooga, joins WBK-BTV Buffalo, N.Y., as weekend anchor/reporter. 

Dan Goode, reporter, KCON(AM) Conway, Ark., named to same post, WINK-TV Fort Myers, Fla. 


Radford J. Berky, anchorman, WPOK(AM) Hartford, Conn., named news director. 

Cable 

Barry Telman, systems manager, Private Channel Club, Miami, joins Wometco as sales and technical director of BTVision, providing pay-TV programming for WBBB-TV Newark, N.J. 

Equipment & Engineering 

Ray Dowling, manager, distributor products operation and management, nuclear medical operation, Raytheon Co., Lexington, Mass., elected executive VP and board member of Switchcraft Inc., Chicago, which acquired Raytheon Jan. 3. 

Wayne Larson, general manager, Switchcraft plant in Paxton, Ill., assumes additional responsibility as general manager of company’s new facility in Sullivan, III. 

Richard F. O’Brion, VP of marketing for video products and national sales manager for industrial and consumer tape and video equipment, Sony Corp., New York, joins JVC Industries, Maspeth, N.Y., as marketing VP. 

James Connors, sales manager for Kay Emetrics in New Jersey, joins Texas Corp., Indianapolis, in same capacity. 

Mort Russin, national sales manager, Ikegami Electronics, Long Island City, N.Y., appointed sales/marketing VP. 

Dan Roody, development engineer, CMX Systems, Santa Clara, Calif., appointed director of engineering. 

Archie C. Purvis Jr., partner in Lear Purvis Walker & Co. management consultants, joins MCA, Disco-Vision, Universal City, Calif., as director of industrial marketing, responsible for worldwide marketing of industrial applications of company’s optical video disk system. 

Jack Becknell, director of engineering, WSCA-AM-TV-WXTC(AM) Charleston, S.C., named VP. 

Dav Hall, staff maintenance engineer, WTAZ-TV Pittsburgh, named chief engineer, WPCH-TV there. 

Rod Robinson, engineering supervisor, KOHU-TV Houston, promoted to assistant chief engineer. 

William A. Freeman, technician, WOTW(AM) Omaha, named engineering supervisor. 

Loren (Coach) Collman, assistant chief engineer, WSNW-TV Worcester, Mass., promoted to chief engineer. 

Allied Fields 

Robert Wengler, Nielsen VP, manager of retail index division sales/service, New York, assumed corporate responsibility for A.C. Nielsen Co., New York. He succeeds George E. Blechta who is retiring. Mr. Wengler will continue to have responsibility for Retail Index Client Service and for all Nielsen activities of an
interdivisional nature in the New York area.

John H. Bose, retired assistant manager, Riverside Research Institute, New York, elected president, Armstrong Memorial Research Foundation there, named after Edwin H. Armstrong, inventor of FM.

Larry E. Zaiser, director of marketing for Trace Inc., broadcast data processing firm, named president, Automation Electronics, marketer of in-house computer systems for broadcast station business systems and automation control, Lafayette, Ind.

John Avitabile Jr., VP/account supervisor, Gannett Advertising, Hempstead, N.Y., joins Bozell & Jacobs Public Relations, New York, as account executive.


William (Gerry) Martin, communications and advertising instructor, New Mexico State University, and member of Public Broadcasting board of directors, joins Dick McKee & Associates media consultant firm, Albuquerque, N.M.

Henry Dornseif, executive VP and member of board of directors of WCCO-AM-FM-TV Minneapolis-St. Paul and parent, Midwest

Radio-Television, resigns to establish his own management services firm at 625 Second Avenue South, Minneapolis.


Deaths

Patricia L. Neallin, 49, manager of films, WCTV Chicago, and 1974 president of American Women in Radio and Television, died Jan. 25 at Mayo clinic in Rochester, Minn., after prolonged confinement with heart condition. She joined station in 1952 as assistant to film director and was first woman on station's editorial board (1971).

There was one of first women admitted to Sigma Delta Chi, Society of Professional Journalists (1970).

Horace E. Sloan, 70, member of FCC review board from time it was established in 1962 until he retired in 1971, died after heart attack Jan. 16 at his home in Bethesda, Md. He joined commission in 1940 in Philadelphia and moved to Washington six years later. In 1949 he was appointed to office of formal hearing assistants and later became chief of that office. Survivors include his wife, Janet, and one son.

Edward F. (Ned) Ryan, 55, former manager of advertising/promotion/public relations, NBC, Washington, died after heart attack Jan. 23 in Silver Spring, Md. After leaving NBC in October 1975, Mr. Ryan did freelance work for Public Broadcasting Service. Survivors include his wife, Elizabeth, and six children.

Body of Grace Garment, 49, associate writer on ABC-TV's 'Edge of Night' daytime serial, was identified Jan. 25 at Boston morgue, where it had been taken reportedly as unidentified suicide. She had been last seen Dec. 3, shortly after psychiatric appointment for treatment of depression (Broadcasting, Jan. 10). Survivors include her husband, Leonard, former counsel to President Nixon.

Stanley Poses, 56, for 14 years producer with Jackie Gleason television show, died after heart attack at his home in Encino, Calif., Jan. 12. Survivors include his son, Dana.

Gene McGovern, 51, sales executive, KNTV-TV San Jose, Calif., died of cancer in Los Angeles Jan. 16.

As compiled by Broadcasting for the period Jan. 17 through Jan. 21 and based on filings, authorizations, petitions and other actions announced by the FCC.


New stations

TV licenses

Broadcast Bureau granted following licenses covering new stations:


AM action

* Bonners Ferry, Idaho, Radio Bonners Ferry—Broadcast Bureau granted 1450 kHz. 1 kw-D, 250 w-N. P.O. address: 205 W Kootenai, Box 749, Bonners Ferry 83805. Estimated construction cost $41,844; first-year operating cost $25,000; revenue $75,000. Format: MOR. Principals: Donald R. Howe, Harold Sims and Peter B. Wilson (each 1/3). Mr. Howe owns farm, Mr. Sims is partner in agricultural implement company, and Mr. Wilson is attorney (BP-20,073). Action Jan. 5.

FM applications


* "Baltimore—College of Notre Dame of Maryland seeks 90.3 mhz, 10 w, HAAT 105 ft. P.O. address: 4701 N. Charles St., Baltimore 21210. Estimated construction cost $8,368.60; first-year operating cost $3,000. Format: Educational. Applicant is private higher education institution. Ann. Jan. 21.


* "Havre, Mont.—Northern Montana College seeks 90.1 mhz, 10 w, HAAT 88 ft. P.O. address: Cowen Dr., Havre 59501. Estimated construction cost $2,750; first-year operating cost $1,000. Format: Educational. Applicant is unit of Montana State University system. Ann. Jan. 21.

* Frankfort, N.Y.—WBVM Associates seeks 92.7 mhz, 1.45 kw, HAAT 410 ft. P.O. address: Box 1550, Utica, N.Y. 13002. First-year operating cost $25,980; revenue not given. Format: Standard pop. Company is owned equally by George W. Stevens and Dr. Donato F. Sarapo. Mr. Stevens is general manager of WBVM(AM) Utica, which he and Dr. Sarapo own. Dr. Sarapo is Adrian, Mich., general practitioner with real estate and investment interests. Ann. Jan. 21.

* Jamestown, N.Y.—Jamestown Community College seeks 91.5 mhz, 10 w, HAAT 81 ft. P.O. address: 525 Falconer St., Jamestown 14701. Estimated construction cost $1,750; first-year operating cost $1,750. Format: Educational. Applicant is non-profit corporation sponsored by the city of Jamestown under the supervision of the State University of New York. Ann. Jan. 21.

* Richfield, Utah—Sevier Valley Broadcasting Co. seeks 89.7 mhz, 27.28 kw, HAAT 450 ft. P.O. address: 450 E 4th "S" St., Richfield 84701. Estimated construction cost $125,100; first-year operating cost $8,000; revenue $15,000. Format: C&W, MOR. Principal is James G. Clawson (99.70%). He also owns KSVC(AM) Richfield. Ann. Jan. 21.

* Richland, Wash.—KALE Inc. seeks 94.9 mhz, 100 kw, HAAT 1250 ft. P.O. address: 218 W. Kennewick,
FM actions


Ownership changes

Applications

- *KUJC(FM) Vacaville, Calif. (95.3 mhz, 2.85 kw)—Seeks assignment of license from KPOP Radio to KUJC-LP Radio Inc. for $200,000. Seller is owned principally by Donnelly C. Reeves (71%) and Gene Ragie (18%). Seller also owns KPOP(AM)-KPIIFM(FM) Roseville, Calif. Buyer is owned by Harvey B. Levin, who is former vice president and general manager of KNEW(AM) Oakland. Calif. Ann. Jan. 13.

- *WFPM(AM) Fort Valley, Ga. (1150 kHz, 1 kw)—Seeks transfer of control of Rocker Radio Inc. from Paul Heffling, Frisco, Calif., to operate a noncommercial station at Fort Valley Inc. (none before; 100% after). Consideration: $240,000. Principals: Sellers are Mr. Heffling, Mr. Jones and Mrs. Mary and Mrs. Matthew Walls. Mr. Heffling is mayor of Valley. Seller is owned equally by William O. Woodall, Timothy W. Morris and John M. Stull. Mr. Woodall owns WQAG(AM) Valdosta, Ga. and has minority interest in WNNS(AM) Statesboro, Ga. Mr. Morris is general manager of WNN(AM) Tallahassee, Fla. Mr. Allan Woodall owns 29.4% of WARG(AM) Cairo, Ga. Messrs. Woodall are sons of W. C. Woodall Jr., who has interests in stations throughout Southeast. Ann. Jan. 13.

- *KMMX(FM) Poplar Bluff, Mo. (95.5 mhz)—Seeks transfer of control of River Valley Broadcasting Co. from Clayton Watson et al. (100% before; none after) to Richard Lynn Farr (none before; 100% after). Consideration: not to exceed $15,000. River Valley is permitted to station. Principals, other than Mr. Watson, are L. E. Watford, F. C. Parsons Jr. Mr. Farr is vice president of sales and advertising of wholesale oil jobbers. He is general manager of KFFIN(AM) Jonesboro, Ark. Ann. Jan. 13.

- *KARN(FM) Great Falls, Mont. (98.9 mhz, 25 kw)—Seeks assignment of license from Frank Anderson to Richard A. Hughes for $125,000. Seller, Mr. Anderson is broadcasting from broadcast. Buyer, Mr. Hughes has commercial property investments and no other broadcast interests. Ann. Jan. 13.

- *KNEV(FM) Reno, Nev. (95.5 mhz, 50 kw)—Seeks assignment of license from Eversi B. Cobb to Eventi B. and Eversi B. Cobb for no consideration. Assignment is placing license in joint tenancy of Mr. Cobb and his wife. There are no other broadcast interests. Ann. Jan. 13.

Actions

- *WFFG(AM) Marathon. Fla. (1300 kHz, 500w-D, 250 w-W)—Broadcast Bureau granted assignment of license from WHOO Radio Inc. to WFFG for $200,000. Seller is subsidiary of Bluegrass Broadcasting. Owner, Central Bank & Trust of Lexington, Ky.; executor of estate of Garvise D. Kincaid, with control vested in advisory committee, Bluegrass also owns WYCT(AM), WYCT-FM(AM), WYCT(AM)-FM(AM), WYCT(AM)-WYCT(FM) Orlando, Fla.; WKCTW(AM) Louisville, Ky.; WYKT- TV Lexington. Buyer is owned by brothers, Emil and James Lockwood and Francis J. Coomes (33/51% each). Mr. Emil Lockwood and Mr. Coomes are chairman and president, respectively, of Lansing, Mich., legislative consulting firm. Mr. James Lockwood is branch manager of investment firm in Saint Louis, Mich. (BPAL-8861, BALRE-3127). Action Jan. 12.

- *WNPW(AM) New Orleans (1450 kHz, 1 kw-D, 250 w-W)—Broadcast Bureau granted assignment of license from MacPherson Enterprises Inc. to Pathfinder Communications Corp. for $500,000. Seller is owned by Monroe MacPherson Jr., who also owns WION(AM) Ionica, Mich. Buyer is owned by John F. Dille Jr. (52%) and his son Jim Dille (48%). Buyer also owns WQJK(AM)-WQJK(FM) Fort Wayne, Ind., and WCUZ(AM) Grand Rapids. Mr. Dille Jr also publications Elkabb (ind.) Truth and owes WTRC(AM)-WYEZ(FM) Charleston, W. Va., and owns WKBW(AM)-WKBW(FM) Buffalo, N.Y. (BPBC-173). Action Jan. 13.


- *WBX(L) Antwerp, Pa.—(1290 kHz, 1 kw-D)—Broadcast Bureau granted transfer of control of Berw societ Yroadcasting Inc. from WBNV(AM) (none before; none after) to William and Elizabeth Brady (none before; 100% after). Consideration: $292,500. Principals: Mr. Newman has no other broadcast interests. Mr. Brady is news director of KDKA(AM) Pittsburg (BTC-818). Action Jan. 12.

- *WZAP(AM) Bristol, Va. (690 kHz, 10 kw-D)—Broadcast Bureau granted assignment of license from 690 Radio Inc. to RAM Communications Inc. for $275,000 plus 65% of accounts receivable at closing. Seller, owned by Citizens & Southern National Bank as executor of estate of James S. Ayers, is also licensee of WBA(AM) Cleveland, Tenn. Buyer is owned by R.A. Morris (50%), James J. Dougherty (25%) and Jimmy L. Worrall (25%). Mr. Morris is vice president and general manager of WZAP. Mr. Dougherty owns Bristol, Tenn., commercial and investment realty firm and is chairman of bank there. Mr. Worrall is president of Bristol, Va., wholesale oil and gas firm (BPAL-8840, BALRE-315). Action Jan. 10.

Facilities changes

Summary of Broadcasting

**FCC tabulations as of Dec. 31, 1976**

<table>
<thead>
<tr>
<th>Station</th>
<th>Licensed On air (kw)</th>
<th>Total ERP (kw)</th>
<th>CP's on air (kw)</th>
<th>Total CP's (kw)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial AM</td>
<td>1446.8  76</td>
<td>2497</td>
<td>4497</td>
<td>39,436</td>
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<tr>
<td>Commercial FM</td>
<td>2298.0  74</td>
<td>2873</td>
<td>5326</td>
<td>13,935</td>
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<tr>
<td>Educational AM</td>
<td>844.0   26</td>
<td>870</td>
<td>73</td>
<td>943</td>
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<tr>
<td>Total Radio</td>
<td>8106.8  126</td>
<td>8240</td>
<td>285</td>
<td>8,505</td>
</tr>
<tr>
<td>Commercial TV</td>
<td>720.1    1</td>
<td>728</td>
<td>37</td>
<td>785</td>
</tr>
<tr>
<td>UHF</td>
<td>513.3    3</td>
<td>517</td>
<td>59</td>
<td>523</td>
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<tr>
<td>Educational TV</td>
<td>207.0    4</td>
<td>211</td>
<td>31</td>
<td>322</td>
</tr>
<tr>
<td>VHF</td>
<td>92.1     6</td>
<td>101</td>
<td>2</td>
<td>103</td>
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<tr>
<td>Total TV</td>
<td>961.4    19</td>
<td>984</td>
<td>45</td>
<td>1,029</td>
</tr>
</tbody>
</table>

*Special temporary authorization
*Includes off-air licenses

Broadcasting Jan 31 67
Box Springs Mountain, 4 miles East of Riverside; operate, etc., by remote control from studio location; 691 Linden St., Riverside; install new antennas, make changes in antennas and system (increase height); remote control permitted (BPED-2368). Action Dec. 30.

WQXQ Daytona Beach, Fla.—Broadcast Bureau granted CP to change trans. location to 540 Corporation Ave., Holly Hill, Fla.; install new trans.; install new antennas; ERP 100 kw (H&V); antenna height 230 ft. (H&V); remote control permitted; condition (BP-100,064). Action Jan. 5.

KWEB-FM Rochester, Minn.—Broadcast Bureau granted CP to change trans. location to 540 Corporation Ave., Holly Hill, Fla.; install new trans.; install new antennas; ERP 100 kw (H&V); antenna height 230 ft. (H&V); remote control permitted; condition (BP-100,064). Action Jan. 5.

KYWR Albuquerque, N. M.—Broadcast Bureau granted CP to change trans. location to Sandia Crest Electronics Site, 13 miles from Albuquerque; install new antennas; make changes in antennas (increase height); ERP 710 w, antenna height 560 ft.; remote control permitted; condition (BP-9933). Action Jan. 5.

*KTCU-FM Fort Worth, Tex.—Broadcast Bureau granted CP to change frequency to 88.7 mhz; redate trans., location and studio location to 2900S. University Drive, Ed Landrum Hall, Texas Christian University campus, Fort Worth; install new trans.; install new antennas; ERP 3 kw (H&V); antenna height 215 ft. (H&V); remote control permitted (BPED-2288). Action Jan. 3.

FM starts

Following stations were authorized program operating authority for changes on files as dates shown:


In contest

Procedural ruling


Dismissed


Fines

KGFM (FM) Bakersfield, Calif.—Broadcast Bureau notified licensee of apparent liability for $250 for failing to maintain daily program log of program material transmitted under subsidiary communications authorization and failing to maintain daily operating log subsidiary communications authorizing, including time subcarrier generator is turned on; time modulation is applied to subcarrier; time modulation is removed from subcarrier, and time subcarrier generator is turned off. Action Jan. 10.

KSIQ (AM) Crowley, La.—Broadcast Bureau notified licensee of apparent liability for $1,500 for failing to maintain operating power within limits of 5% above or below licensed value. Action Jan. 6.

WELK (AM) Charlotteville, Va.—Broadcast Bureau notified licensee of apparent liability for $1,500 for operating program of greater than 50% of authorized power on various dates. Action Jan. 12.

Allocations

Petitions

Coker, Ala.—James D. Freeman Jr. requests assign-
**Service Directory**

<table>
<thead>
<tr>
<th>Name</th>
<th>Company Name</th>
<th>Phone Numbers</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>CARL T. JONES ASSOC.</td>
<td>(Formerly Gauthier &amp; Jones) Consulting Engineers</td>
<td>(213) 272-3344</td>
<td>2990 Tallestar Ct., Suite 405, Falls Church, Va. 22042 Member AFCCE</td>
</tr>
<tr>
<td>STEEL, ANDRUS &amp; ADAIR</td>
<td>2029 K Street, N.W.</td>
<td>(202) 827-8725 (301) 384-5374 (202) 223-4894</td>
<td>Washington, D.C. 20006 Member AFCCE</td>
</tr>
<tr>
<td>JOHN H. MULLANEY</td>
<td>Consulting Engineers</td>
<td>301-299-3900</td>
<td>9616 Pinkey Court Potomac, Maryland 20854 Member AFCCE</td>
</tr>
<tr>
<td>DAWKINS ESBY</td>
<td>Consulting Radio Engineers</td>
<td>(213) 272-3344</td>
<td>Consulting Radio Engineers Applications/Field Engineering P.O. Box 3377—Olympia Station 90712 Beverly Hills, Calif. (213) 272-3344</td>
</tr>
<tr>
<td>MATTIUS J. PLESSIDES, P.E.</td>
<td>STRUCTURAL CONSULTANT TOWERS, ANTENNAS, STRUCTURES Studies, Analysis, Design Modifications, Inspections, Supervision of Erection 2001 BURFORD DRIVE MELEANCA VA 22101 Tel (703) 336-9004</td>
<td>5309 Cherokee Avenue Alexandria, Virginia 22314 (703) 254-2410</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td>A. E. RING &amp; Associates</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>296-2315</td>
<td>1771 N St., N.W. Washington, D.C. 20005 Member AFCCE</td>
</tr>
<tr>
<td>COHEN and DIPPELL, P.C.</td>
<td>CONSULTING ENGINEERS</td>
<td>257 Munsey Bldg. (202) 783-2111</td>
<td>Washington, D.C. 20004 Member AFCCE</td>
</tr>
<tr>
<td>HATFIELD &amp; DAWSON</td>
<td>Consulting Engineers</td>
<td>324-7339</td>
<td>9208 WYoming Pt. Hilland 4-7010 Kansas City, Missouri 64114 Member AFCCE</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td></td>
<td></td>
<td>250 West 57th Street New York, New York 10019 (212) 246-3767</td>
</tr>
<tr>
<td>MIDDILE ENGINEERING ASSOCIATES</td>
<td>Consulting Engineers</td>
<td></td>
<td>235 West 63rd Street Chicago, Illinois 60615 Member AFCCE</td>
</tr>
<tr>
<td>L. SCOTT HOCHEBERG &amp; ASSOCIATES</td>
<td>NON-COMMERCIAL RADIO APPLICATIONS – DESIGN</td>
<td></td>
<td>Box 25504, Houston, Texas 77005 713-523-7878</td>
</tr>
<tr>
<td>SWAGER TOWER CORPORATION</td>
<td>TALL TOWER SPECIALISTS</td>
<td>401-495-5165</td>
<td>Box 656, Fremont, Indiana 46737 219-495-5165</td>
</tr>
<tr>
<td>BROADCAST TECHNICAL SERVICE, INC.</td>
<td></td>
<td></td>
<td>7343 Waco, Texas 76710</td>
</tr>
</tbody>
</table>
HELP WANTED MANAGEMENT

Absentee ownership seeking part-owner, manager/agency for new FM station in Illinois. Inquiries strictly confidential. Please send salary requirements. Box A-197, BROADCASTING.

"Selling General Manager" needed for successful medium market coastal station. Must be a competitor for radio; have background in successful entries. Multifaceted sales manager; some experience in marketing, promotion, and account management. Inquiries, please, to: Bob Squires, 408-422-7484.

CM for successful KY small market AM-FM. Send resume to Robert Boutin, Drawer 417, GOODY A-196, BROADCASTING.

HELP WANTED SALES

Multi-Station Chain needs sales people. If you are aggressive and can sell radio, then we can assure your future. EEO-Employer. Where are the good sales people? Box A-196, BROADCASTING.

Florida Sales and MOR AM/DM (personality leading to full time sales). $10,000 guaranteed first year. Resume in strict confidence. Box A-229, BROADCASTING.

Successful Illinois AM-FM station in city of 15,000 has opening for versatile broadcaster. Must be experienced in programming and sales and want to move up on the business side of broadcasting. Box A-283, BROADCASTING.

This is an opportunity. Single station market, salary and incentive, room to grow, extras, wonderful community and a winning station. Applications from New Mexico and nearby states preferred. Radio station KRSM AM-FM, Los Alamitos, NM 87544.

Got the first quarter chilly's? A successful, Sussexiana sunshine station seeks super salesperson. This is no single job. The Orlando sun shines brightly on the first quarter and gets even hotter the rest of the year. The nation's number one vacationland... the cross roads of Florida... the nation's fastest growing market... are a few descriptions of Orlando's viable market. Change your life and your earning power—Call, Larry Kindel, Sales Manager, WKSJ, Orlando. FL 305—285-0740.

Coastal Georgia—Opening for go-getting fulltime salesperson for contemporary MOR operation in a good family resort market great place to live and work. Plenty of room for advancement with a fast growing chain. Gil Moor, WMOG, 912—265-5980, Brunswick, GA.

Newspaper—WOAI Radio has opening for reporter-editor. Sports background preferred. Tapes to: John Barger, GM, WOAI Radio, 1031 Navarro, San Antonio, TX 78205, EOE.


Florida station needs working sales manager. Salary, commissions, extras. Call 305—391-7400 or write Jim Bryant, WSBR, Boca Raton, FL.


Afraid?', of competitive selling, then don't waste our time. Looking for two professional time sales persons. Age, sex, no consideration; production is! Good company benefits—room to grow. EOE. Send resume to Robert Boulin, Diaper FD, Edina TX 77597, 512—782-3515.

HELP WANTED TECHNICAL

Chief engineer. Excellent working conditions, automation. Stereo, audio. Creative and willing to handle the total plant. Midwest. Box Z-161, BROADCASTING.

Chief engineer for Florida station to handle all aspects of technical installation, operation and maintenance. Experience with directional antennas essential. Good pay and benefits. Send resume to Box A-185, BROADCASTING.

Chief engineer to maintain equipment and do some all work. Must read well. Midwest market. Good fringe benefits. Box A-203, BROADCASTING.

Chief Engineer for growing operation in Midwest college community. Excellent opportunity, living and working conditions. Automation. Stereo Maintenance-minded, take-charge individual. EOE. Resume and salary to Box A-245, BROADCASTING.


Retiring chief engineer leaves opening for qualified replacement this spring at KMON. SWK remote controlled directional at 560 along with FM in heart of Big Sky county. Superior opportunity. Resume Al Donahue. PO Box 2427, Great Falls, MT 59402.

University seeks full-time chief engineer for non-commercial AM/FM. Contact KCMO, 4666 Kinnickinnic, Milwaukee, WI 53214. 279-939-6531. University of Tulsa is an Equal Opportunity Affirmative Action Employer.

Chief Engineer—experienced and qualified, AM/FM Stereo, Contact Walters. WNCO importance. Ashland, OH. 419—289-2605, EOE.

Super Engineers needed by group broadcaster. Heavy studio and transmitter maintenance. Must have direction and high power FM experience. Send complete resume detailing maintenance performed and on what equipment to: Director of Engineering, Box 7206, Little Rock, AR 72207.

AUDIO ENGINEERS: The King Broadcasting Radio Group is accepting applicants for current and future engineering openings. Applicants must be technically experienced in AM and FM broadcast. Audio expertise essential, digital expertise desirable. Degree desirable for some positions. If you would like to live and work in the beautiful Pacific Northwest, send resume and requirements to: King Broadcasting Radio Group, c/o Harrison Kleen, Box 24525, Seattle, WA 98124.

Chief Engineer for directional AM-also FM Stereo. Broadcast experience necessary. Excellent Career Opportunity with established operation. Contact Parker Humes. 915—563-0550. PO Box 4607, Midland, TX 79701. Equal Opportunity Employer.

Medical Electronics Company seeking top technician for field and bench service. Strong experience, ability and willingness to meet customers. Little travel. Resume to Biocoustics, Inc., 12316 Wilkins Avenue, Rockville, MD 20862.

Chief Engineer, Northeastern Indiana, direction AM, IGM automation; complete responsibility for engineering; Immediate opening. Send resume and references to John Carroll, General Manager, WIGS, Tawas City, MI 48763.

CHIEF, all phases, immediate opening, expanding Indy in New Jersey. Minimum 5 yrs experience required. Salary 18-25K. Call Station Manager 201-325-2925, EOE.

HELP WANTED NEWS

**Newsperson wanted for Midwest AM-FM local news dept.** Box Z-130, BROADCASTING.

**Director of News.** Must have broad experience in all phases of local and network news. Impeccable references necessary, NYC location. Our staff is fully aware of this position. Please reply confidentially. Box A-176, BROADCASTING.


**New York Suburban** AM/FM seeks experienced news director to put new life into capable 4½ person staff. Send resume and proof. Minimum start. EOE. Send resume to: Box A-285, BROADCASTING.

**Newsperson for award-winning New Mexico** 50K AM/FM. Experience and ability to gather and deliver local/regional news. Send tape to Tom Day, KBGO, Box 670, Roswell, NM 88201.

If you can write and deliver good one-to-one news, and if you want to work in a professional station in a university city south of Pittsburgh, rush us a brief resume and tape. Starting salary near $10K with excellent fringe. Minimum 3 years experience. Gen. Mgr. WAJR. Morgantown, WV 26505 EOE.

Strong air-dates: street news personality needed for first rate operation. Tape and resume to Brian Rublelen, WAVE, PO Box 1000, Louisville, KY. 40201.

**South Florida Coast.** leading station seeks go-getting, hard working experienced news director. Must be recognizable on radio, write and air local. In professional manner must type and have car, delightful place to live by the sea. Opportunity for advancement with small public chain. Send tape, resume and samples of writing to: Randolph Miller, WIWA-WOOF-FM, Ft. Pierce. Equal Opportunity Employer.

**Ambitious, Hard-hitting reporter, unending curiosity** needed for fast-paced 50K. Not afraid to work or step on toes. Can tell Joe Luchback what he wants and needs to know clearly. Advancement opportunity. RTNDA Program Casting. Bus Mgr.-285. BROADCASTING.

**Radio news editor for AM-FM-TV affiliate.** Must have experience as medium to large market radio news editor or small market news director with ample reporting experience. Quality voice and professional delivery with ability to produce tight, actually-filmed newscast. Degree, Salary. Males and females acceptable. From all radio desired. Send audio tape and resume to News Director, WSBT, 300 W. Jefferson Blvd., South Bend, IN 46601. No phone calls.

"News Director. Seeking top aggressive newspaper person to be News Director position. Minimum 30 month start. Must handle all news operation in growth market. Contact Keith Donald, 216-456-8396".

**Experienced Newsreader to write and produce daily radio reports concerning agriculture for nationwide service.** The approach is solid news with heavy emphasis on writing and interpretive reporting ability. Quality voice and professional delivery with ability to produce tight, actually-filmed newscast. Degree, Salary. Males and females acceptable. From all radio desired. Send audio tape and resume to News Director, WSBT, 300 W. Jefferson Blvd., South Bend, IN 46601. No phone calls.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

**Bus Mgr./Bkrp.** Fine AM/FM, attractive S.F. area. Exceptional growth opportunity. EOE. Box A-60, BROADCASTING.

**Program Director moves up.** Total program director needed in major: outstanding lifestyle market. Afternoon drive personality who is just that—a personality. Needed. Choice position for the right person to be program director and sales manager to a station who has grasp of market: news, promotion, promotion; community involvement and detail-minded. Great EOE with full benefits. Send full resumes to: Box A-246, BROADCASTING.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS, CONTINUED

**Oh-Lady-Dee-OH!** You don’t have to be a moun-taineer to program Mountain West Rocker. But, in-telligently integrate live and automated programming; man age staff; create unique, superlative product; enjoy a long and prosperous career in broadcasting. Recently added professional employees recently hired in one week. KSNM-AM-FM-SKA, needs Down-To-Earth P.D. whose experience includes years for "Rocky Mountain High." If that’s you, send full resume, photo, tape. I’m Dan Libeg, Pociatesco, ID.

**Producer-Director with minimum 2 years experi ence in all phases of production.** Seeking mature per son. Growing and competitive employer. Send resume and references to: T. J. Vaughan, Vice President, Programming and Operations. WAND-TV, PO Box 631, Decatur, IL 62525. An Equal Opportunity Employee.

**Program Director-Announcer**! Radio station in the near future. Must be an idea man or woman, good voice, production pro, and be a hard worker. Growth potential available. Adult-Rock format. Present PO looking for larger market and will assist with orientation. Contact Bob Michael, Mgr. 813-775-3321. No collect calls.

**Associate Producer, Public Media Division.** United Methodists Commissioned radio production. Skills in editing, making editorial decisions; field staff assignments. Major emphasis on matters related to you. Budget, programming to weekly syndicated program. Degree desirable. Salary $12,000 plus, depending on experience. Excellent fringe. Some travel. Contact: Larry W. Richards, UMC, 1525 McGavock St., Nashville, TN 37203. Equal opportunity employer.

**TM Productions, prestigious Dallas commercial and ID firm, needs solid production person who is also a good copywriter and organizer.** Excellent opportunity for professional to work with the industry's top production people and state-of-the-art equip ment in a favorable atmosphere. If you're willing to invest occasional long hours, you'll profit financially. If you want unlimited creative opportunity, send best production and copy samples plus resume to: Amer manuscripts, TX. Have an opening in the future.

**Ohio State University's School of Journalism** seeks persons interested in position as teaching associate in broadcast journalism sequence while working toward a graduate degree, commencing Autumn Quarter 1977. For application and information write or call: Chairman, Graduate Committee, School of Journalism, Columbus, OH 43210. 614-422-7458.

**Assistant Professor of Journalism beginning Fall Semester 1977.** B.A., M.E., preferred; media experience (print, broadcast or advertising) required. Academic specialization in mass media and society desired. Preferred March 15 to: Prof. Robert Chadison, Chairman, Personnel Committee, School of Journalism, University of Colorado; Boulder; CO 80309. The University of Colorado is an Equal Opportunity Affirmative Action employer.

**Ph.D. with 5 years teaching and/or practical experience, $16,000.00.** Working knowledge of Radio/TV Production, Law, News, History, Public Broadcast, Management, Sales, Economics, Finance, Responsibility, Impact, Advertising, Writing, Cable, Industrial, Experimental. Apply: Larry R. Smith, Coordinator, Communications, Sangamon State University, Shepherd Road, Springfield, IL 62706.

**SITUATIONS WANTED MANAGEMENT**

**Group Ownership—Management & Sales, good references, College Degree, Past Group Management, Radio & CATV, experience—FCC rules & regulations, Labor relations, Pension Plan, and Employee Benefits.** Box A-187, BROADCASTING.

**Black GM, Excellent track record through the ranks in major and medium markets, 23 years experience.** In semi-automated. Prefer southeast. Box A-231, BROADCASTING.

**Jock, PBP, Sales, sales manager, station manager, general manager. Understanding Experience.** A proven leader, 20 years know-how. Looking for permanent top spot. Let’s talk. Box A-238, BROADCASTING.

**SITUATIONS WANTED MANAGEMENT CONTINUED**

**Manager Interested** in management with stock option in small to medium market. Have been a manager in for over 10 years. Very stable. Prefer west of Mississippi. Send reply to Box A-247, BROADCASTING.

1971 $208,000; 1972 $231,000; 1973 $249,000; 1974 $285,000; 1975 $267,000; 1976 $313,000.

Cost-conscious broadcast manager wishes growth position with long range opportunities. Experience ranges from license renewals and community survey thru collections and building Cordial station relations. Personal interview available. 219-267-5816.

**Solid pro, experiences all phases radio.** Good Announcer, BS degree Broadcast, 3rd endowed, recently moved up to management position, hasntched creative, through, hard working. Box 34254, Memphis, TN 38134.

**Sales Manager desires a better major market opportunity.** 26, 5 years major market experience. Call, nights, 717-459-4168.

**Award Winning Major market and network program director wants to consult for your station.** Reasonable fee. Paul Mitchell. 215-638-9425.


**SITUATIONS WANTED SALES**

**General Sales Manager, in major market with outstanding track record, specializing in computer research and internal sales systems seeks a challenge in another market.** Send replies to Box A-178, BROADCASTING.

**If you need experienced salesmanager, salesman, sales/announcer combo operations manager or program director that can also write copy and do production, write me today!** Box A-257, BROADCASTING.


**SITUATIONS WANTED ANNONCERS**

**DJ, 3rd phone, light board, good news and commercials, ready now! Anywhere! Box H-5, BROADCASTING.**

**B.A., 4 years experience, available for PBP hockey, basketball, and coming baseball season, can double on news.** Box A-52, BROADCASTING.

**Experienced Broadcaster: Creative on and off air.** Will consider small investment for active Northeast partnership. Prefer New York, Conn. Box A-150, BROADCASTING.

**Medium market jock with in depth experience in programming, promotion, news, sports, and sales, with excellent references, would like medium or small market operations manager/program director position.** Box A-179, BROADCASTING.

**Now is the time for all great program directors to consider the aid of this personality! Currently employed in a small market and ready to move. All the tools. 1st ticket, experience, hard worker, creative— the whole shot. Seeking Top 40 situation where I can concentrate on doing my show, show ‘me a line and let’s see if my thing is similar to your thing.** Box A-210, BROADCASTING.

"High energy, nitetime personality. Experienced, excellent references. Male medium or major only." Box A-220, BROADCASTING.

Los Angeles area semi-automated. 2 week board shift wanted in July to help finance vacation. Third person, BROADCASTING. Exp

**R&R Format.** trained broadcaster. disco experience, 3rd endowed. "Minority" person: solid performer also time sales. Box A-243, BROADCASTING.
SITUATIONS WANTED

**ANNOUNCERS CONTINUED**

Six years experience PD announcer MQR. Easy Listening, C&W. Single. 29. Going through ownership change looking for stability. Box A-262, BROADCASTING.

Intelligent midwest announcer looking for new experience in interview-talk radio. Friendly but not gabby. Entertaining. DJ-Announcer experience. 3rd endorsed. Box A-274, BROADCASTING.

**NEWS CONTINUED**

110% and above average airwriter for reasonable security. State position available and company info in first letter. I will call you. Experienced. Box A-276, BROADCASTING.

Does your station offer no chance for promotion or benefits, don't appreciate a hard worker and pay peanuts? I contacted this want ad. I have 2 years experience, a college degree, can write and produce copy, also some sisies experience. Can do such formats as MQR, Easy Listening and C&W. Presently working and have a drive time shift. Will be willing to do news or talk show. He's single (temporarily) and prefers a job with a future. Also prefers the Syracuse, Rochester or Buffalo, N.Y. areas. But will consider other locations. Available after Feb. 21st. Contact: Box A-282, BROADCASTING.


Experience, first phone DJ. News production. Mike Ryan 714-224-2336. 47th St San Diego, CA 92107.

Experienced AOR announcer: mature, good production, excellent knowledge of music, tape/resume on request. Presently working. Call 814-796-2085 noon till eight. "Big Tim" Marchese.

Jim Seipel, seeks a stable station, as an AOR announcer or program director. Over four years in radio. Offers programming, music, sales, news, and major market experience (WTKR-Baltimore/KSPI-Denver). For tape or resume write: 922 Montpellier, Baltimore, MD 21218.

DJ. 25, 3rd endorsed, some commercial experience, college, seeks adult contemporary, T40 AOR, etc. Will relocate. Resume, tape, Frank Cavaliere, 31-38 74st., Jackson Heights, NY 11370. 712-440-8849.

Young black, third endorsed board & production skills, seeking on-air position. Will relocate, Call Sam Christmas. 313-341-2757 or write 19319 Sorrento. Detroit, MI 48235.

**SITUATIONS WANTED TECHNICAL**

For Rent—Official Hellcatcher, Widower—1st ticket—nam—CB—Engineer—announcer—News—Westhem Coverage, and all that. I do it all. Good solid small 6 yrs in present job. Xmitter Supervisor for over a year. Write Box A-223, BROADCASTING.


Chief engineer, seven years experience AM/FM stereo seeking position with aggressive firm. Strong in audio and circuit design work, maintenance, proofs, automation. Preferred west coast, but will consider all good offers. Good references. 15-19K depending on expenses, benefits, etc. Marion F. Anderson, 16 Alabama Street, Attencl, SC 29810. 803—584-4340.


**SITUATIONS WANTED NEWS**

News Director. Member Regional RTNDA affiliate: president local chapter; network correspondent; state coordinator; competitive administratively. Available 3/7/7. Box A-173, BROADCASTING.

If news counts—count me in. Experienced assistant rd/anchor/reporter/fact, host seeks challenging position. Box A-185, BROADCASTING.

**SITUATIONS WANTED SPORTS CONTINUED**

Experienced sports reporter with P.B.P. experience: seeking advancement in radio or TV. Box A-219, BROADCASTING.

**HELP WANTED TECHNICAL**

Engineer III—Public Television Network. Ability to perform difficult duties in maintaining, repairing and operating electronic equipment such as: operating and maintaining major repairs on video tape recorders, color cameras, intercom and audio systems and other equipment associated with the production, distribution and presentation of Public Television Broadcasts. Assume responsibility for the proper repair and maintenance of equipment and observation of Federal rules and regulations.ｂ Ｍｅｅｔｉｎｇ　ｔｈｅ　ｌｅａｓｔ　ｅｘｐｅｒｉｅｎｃｅｄ　ｅｎｇｉｎｅｅｒｓ　ｉｎ　ｔｈｅ　ｒｅｐａｉｒ　ｏｆ　ｔｈｅ　ｍｏｒｅ　ｃｏｍｐｌｅｘ　ｅquipment. Evaluating audio and video signals and filing fairly quality reports; perform video and audio sweep measurements and performance measurements on studio systems.

**HELP WANTED SALES CONTINUED**

Engineer III—Public Television Network. Ability to perform difficult duties in maintaining, repairing and operating electronic equipment such as: operating and maintaining major repairs on video tape recorders, color cameras, intercom and audio systems and other equipment associated with the production, distribution and presentation of Public Television Broadcasts. Assume responsibility for the proper repair and maintenance of equipment and observation of Federal rules and regulations. b Ｍｅｅｔｉｎｇ　ｔｈｅ　ｌｅａｓｔ　ｅｘｐｅｒｉｅｎｃｅｄ　ｅｎｇｉｎｅｅｒｓ　ｉｎ　ｔｈｅ　ｒｅｐａｉｒ　ｏｆ　ｔｈｅ　ｍｏｒｅ　ｃｏｍｐｌｅｘ　ｅquipment. Evaluating audio and video signals and filing fairly quality reports; perform video and audio sweep measurements and performance measurements on studio systems.

**HELP WANTED SALES CONTINUED**

Ready for advancement? California broadcast equipment maker looking for radio or TV transmitter operating and maintenance people, with first class products and minimum 5 years experience. Customer service-dealing daily with broadcasters, chief engineers and consultants before and after sales, making proposals, and working with our field sales force. Must be at minimum college graduate. If you have engineering experience and are looking for more challenging work, please mail resume with salary history to Box A-194, BROADCASTING in full confidence.

Chief Engineer wanted for brand new network station in medium market. Excellent production and troubleshooting knowledge required; individual must be organized, efficient, a good motivator of his staff, and is committed to nothing less than network quality in every detail of the transmitted signal. Complete resume and salary expected to box A-212, BROADCASTING.

Video-RF Maintenance Engineer to maintain CATV origination and headend equipment. Must have background in all areas of video maintenance including video cassette recorders, color television, video processing equipment and control room equipment. Experience in RF signal processing equipment helpful. 2 years video experience or electrical engineering degree preferred. Salary based on background and experience. Send resumes to Box A-252, BROADCASTING.

Transmitter Supervisor for a new VHF satellite TV station operating at full power in Michigan's Upper Peninsula. Transmitter experience required. Equal Opportunity Employer. Write Box A-281, BROADCASTING.

Chief Engineer for Western Arkansas UHF TV station. Contact Don Vest, KAAT-TV, P.O. Box 790, Jonesboro, AR 72401. Phone 501-932-4288.

Chief Engineer for southwest public UHF. First phone, extensive broadcast TV experience required. Supervisory background helpful. Application deadline Feb. 10, 1977. Write or call J. Dryden, KWRG-TV, New Mexico State University, Las Cruces, NM 88003. 505—684-2233. An Equal Opportunity/Affirmative Action Employer.


Studio maintenance supervisor needed at once to maintain studio equipment. PC 70 VR 1200, CDL 1200 switcher, etc. Must be familiar with FM for WJHU (FM 88.7). Send resume and references to WJHU FM (FM 88.7) for information call collect Russ Summerville, WNDU-TV, 219-233-7111.
HELP WANTED TECHNICAL CONTINUED

VTR REPAIRER (Seeking) qualified candidates for high-volume assignment with large suburban school system. Requires significant repair experience on full-size professional TV's and related camera equipment. Send resume, including salary history, to: Montgomery County Public Schools, Supporting Services, 850 Hungerford Drive, Rockville, MD 20850. EOE/M/F.

Broadcast Technician to set up and operate videomachines for record/ playback, setup film chain, camera and projectors, routine maintenance. 1st Class FCC, send resume to Personnel, Arizona State University, Tempe AZ 85281 before 2-16-77.

Broadcast (TV) Engineers for employment in the Mid-Atlantic years of news and special event production. Must be familiar with VHF/ UHF equipment. Must have experience in recent years. EOE/M/F.

Studio maintenance engineer. Full-time installation, maintenance and modification of top line studio and film cameras, videomachines, switches, editors, microphone, microwave and transmitter equipment. First class license and actual maintenance experience required. Contact CE at 517-755-8191.

HELP WANTED NEWS CONTINUED


Unmatched scenery, recreational facilities and living conditions plus opportunity to grow with progressive television network operation in the most attractive market in Rocky Mountain West needs experienced weather person. Send resume and references to Gary Smith, Director of Media Relations, KDRT-TV, Denver, CO 80215 (Equal Opportunity Employer).

Meteorologist with certification and warm on-air delivery for medium market station. Will prepare and deliver weather for early and late newscasts, some booth audio, and community involvement. Resume and tape to Jon Pearson, WANE-TV, 2915 W. State Blvd., Fort Wayne, IN 46808.

HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Talented and aggressive director needed for 5:30 & 11 pm. news. Blue chip group, blue chip opportunity in major market. Must be familiar with special effects, remote production, studio operations, and be an excellent manager of people and resources. Salary commensurate with experience required. Send resume and references to Box A-213, BROADCASTING.

Operations Manager needed to direct all phases of production and on-air operations for medium market station with emphasis on weather. Must be familiar with special effects, remote production, studio operations, and be an excellent manager of people and resources. Excellent salary and benefits. A chance to grow with a major broadcast company. An Equal Opportunity Employer. Resumes to Box A-272, BROADCASTING.

Public Affairs Producer-Director: Writer at public television station KUID-TV to plan and execute a variety of programs with emphasis on investigative documentaries, requires BA or BS in Communications with related television or print media journalism experience, and ability to write and direct film and TV. Salary $12,500.00 to $135,000.00. Send detailed resume and photo history to Personnel, Arizona State University, Tempe, AZ 85281. Closing date is February 26, 1977. An EEO/AA employer.


Television announcer to handle routine staff announcing duties including station breaks, commercials, promotional announcements with some on-camera work. Applicant must possess professional announcing experience necessary. Please send resume and voice tape to Production Manager, WTHR Television, 1401 N. Meridian St., Indianapolis, IN 46202. No phone calls please. An Equal Opportunity Employer.

Program/Production Director for television/film production. Heavy emphasis on directing ability. Bachelor's degree, preferred plus 2 years major market experience. Application period closes 2-27-77, send resume to Personnel, Arizona State University, Tempe, AZ 85281.

Writer/Producer, nation's top PBS series, to supervise staff of nine researchers, writers, and editors. Must be imaginative, able to work with writers in developing program approach to complicated information. Looking for established writer with TV experience. Send resume and writing samples to Joy Joswiak, Md. Center for Public Broadcasting, Owings Mills, MD 21117. An Equal Opportunity Employer.

HELP WANTED PROGRMING PRODUCTION, OTHERS CONTINUED

Radio, Television, and Film: Two faculty positions at assistant or associate professor level to teach in new department. Ph.D., experience, publications, and course ability are required. TV, radio, or film experience helpful. Nine months salary: $14,000 to $17,000. Start August 1977. Send resume to Dr. David M. Gruen, Chairman, Department of Radio, TV and Film, University of Arkansas at Little Rock, Little Rock, AR 72204, an Affirmative Action employer.

TV Assistant—One year production experience, fluent in Spanish with Hispanic background. $4.40 to $5.75/hr. Send resume and references to Box 216, February 17, 1977, to: Classified personnel department, Clark County School District, 2832 East Flamingo Road, Las Vegas, NV 89121.

Director of Development for midwest PTV station. Responsibilities include oversight of activities of auction, membership, program design, proposal development, and local underwriting. An Equal Opportunity Employer. Send information to F.O. Box 24130, St. Louis, Mo 63130, by February 15, 1977.

SITUATIONS WANTED SALES

Television account executive. 28. Four years local sales top 20 market, plus New York agency experience. Sold record. Excellent references. Box A-93, BROADCASTING.

SITUATIONS WANTED TECHNICAL

International Sports correspondent desires sport producer, position, medium to major market. Solid VTR-Film-Journalism background. Reply F.S., Kay, 76 Jericho Road, West, MA 02193

First phone, experienced, ham, good theoretical background in broadcast engineering through home study program, no memory courses. Want spot in Master Control Operations with small or medium market TV. Desire to work into technical maintenance level with opportunity, eager to learn, will relocate. Edward Raymer, 717 Gordon Ave, Bowling Green, KY 42101.

SITUATIONS WANTED NEWS

Sex for hire. My female demographics are something else: Talk show host/anchorman, experienced all phases TV/radio talk-news including overseas correspondency NBC plus talk host/producer major markets (radio). Interested combo talk/anchor slot, with solid background, experienced in second market to opportunity. Prefer Pacific Mountain area, Video anchor cassette and audio trainy) talk tapes forwarded in confidence. Box A-152, BROADCASTING.

Successful news director, now association board consultant, keenly seeks production VP/acting head thoughts approach to news management. Superb credentials. Network related experience. Medium market south or west preferred. Box A-165, BROADCASTING.

Writer/Producer: Hard-working, young, with solid nightly news skills and experience in a major market, but ready with a fresh approach when needed. Tapes return. Box A-224, BROADCASTING.

TV News Director immediately available for medium market in the East or number two slot in major market. Mature, dependable, results oriented and sensitive to community issues. Box A-244, BROADCASTING.

News professional, B.S., 28, married, currently in midwest radio. Wants to return to TV. Any market, Four years radio experience, one year TV. Box A-251, BROADCASTING.

Sports Anchor/Reporter—6 years experience in small SE market. Excellent film work. Exceptional sports knowledge. VTR/resume available. 904—376-3845 or Box A-260 BROADCASTING.

Dedicated Professional who currently anchors, produces, and writes, seeks extended commitment as news director. Qualified, Committed, Box A-268, BROADCASTING.

Broadcasting Jan 31 1977 73
NEWMARK Clarke 120-B Field Meter, RCA voltomhyst VTVM, RCA 21-B Video Sweep Generator and Fairchild Oscilloscope camera type 302, Box A-271, BROADCASTING.

IVC-A90CD, 1" lape machine totally refurbished, $15,000, Bill Moore, KMBT-TV, 713-893-7512.


IGM 500 Stereo. Automation. Four years old. excellent condition with spare parts. Available February one. Consists of five rollouts, ten voice and music channels, one mono 48 tray instacart, 500 step DA MOS memory battery backup, remote control, 38JI logger, SMC 382A time annouces, two SMC 250 sequential carousels, remote control, logger encoder, ten step music sequence, silence sensor, three racks, 500 control unit. Price: $28,900 cash, Contact Robert Royster, KIE, KIFM San Diego 714-560-9836. Reason for sale-Gone Live.

RTA TT0/25/25 ch 4 with 50KW sideband filter L.D. Edelmans, KOA-TV, Denver 303-851-8811.

Gates b-bay end-fed horn polar. FM antenna, tuned 945, model FMA-BA good cond. Also GR AM mod. monitor, McMartin FM Mod. Monitor, AM limiter, Sta, level, Symmetry Peak, and other items all in good to excellent condition. Mall. Price: $500.

RTA, TT0/25/25 Ch 3, assoc. equipi, spares. Also TT-5. Write or call for detailed list. RJ. Smith, WXYC- TV, Cleveland, OH 44114.

Build your own TV and radio production equipment. Easy, inexpensive plans covering audio consoles to chroma key and time base correctors. $1.00 brings our catalog listing over 100 projects. Don Britton Ent- erprises, P.O. Box G, Waikiki, HI 96815.

Three PC-70 Noreico color camera systems including two Angenieux 10:1 lenses; one Schneider 1:1.7 lens; two $000 per camera; three PO-3 counterbalanced pedestals. Cameras in mint condition. Contact: Acacia Associates, P.O. Box 1188, Fax. Pavilion, Jenkintown, PA 19046.


Scheffer 1200 Automation, 2 new Otari reels, Spotmaster 3000 new, 1 carousel used six months, 3 racks, $7500. Contact Broadcast Specialties. 206—577-1861, Longview, WA.

One Eastman Super-8 Video Film Projector TV- M100A-price $1,125. One Eastman CT-500 16mm motion picture projector-price $1450. Both projec- tors in mint condition. Call Robert Blair 201-757-7400.

Experimentera, Video Hobbiasts, Hams, subscribe! Amateur Television Magazine, our 10th year. $5.00 per year. Accepts UK. Canada. bi-monthly, P.O. Box 1347, Bloomington, IN 47401.


Harris Gates LD-10 logging decoder, LE logging encoder, LEC logging encoder control. Premier 5 digit logging printer in recent service - relatively good con- dition $1200—complete Valley Communications Inc., Box 159, Skowhegan, ME 04976. 207-474-5171.


2 Akai VTS-1508 complete ENG systems. excellent condition. $450 each. We have VTS-1508 system excellent $2200. We can supply the TBC and put you on the street with the ENG for less than $25,000. Call us now. GRV Systems in 1230, 2370 Vinton St., Huntington, WV 25701. 254— 525-2633.

Gates "President" 8 channel console, good condi- tion, $2,300. Maze Corporation. 205-956-5800.

Collins 5KW transmitter, 830-E. Stereo, Perfect. Tuned and tested your frequency. $8,900. 601— 362-2790 after S. J. Boyd Ingram, PO Box 2154, Jackson, MS 39205.


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Amateur singers wanted for new record company. Call 212-247-8500. Demo fee required.

Writing people for people with unusual hobbies and interests related to television. Box 285, Boston, MA 02101.

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REI 2402 Tidewater Trail, Fredericksburg, VA 22401, 703-373-1441.


First Class FCC license in 6 weeks. Veterans approved. Day and evening classes, Erwin Institute, 8010 Blue Ash Road, Cincinnati, OH 45256, Telephone 513-791-1770.


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An opportunity to join a young expanding broadcasting company. We are looking for aggressive creative salespeople for our stations. Our group consists of WBNY, Buffalo; WEZE, Boston; and WLKW AM/FM, Providence. In three years of operation all three General Managers have been promoted from within our company. Tremendous opportunity for financial and career growth. Send resume to:
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President
McCormick Communications, Inc.
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"Major Los Angeles good music station accepting tapes and resumes for consideration for upcoming part time on air positions. Must be experienced. Must live within L.A. area. Minority applicants encouraged. Box A-259 BROADCASTING.

Warm, Mature Morning Announcer
No. 1 Beautiful Music Station In Nation's Capital
Five figures plus Aftra benefits. Send tape and resume to: Program Director, WGAY AM/FM, World Bldg, 8121 Georgia Ave., Silver Spring, MD 20910.
An equal opportunity employer
Women encouraged to apply
A Greater Media Station

MORNING PERSON
Midwest contemporary format operation needs personality morning drive announcer. Send tape and resume to: J.W. Bernstein, 763 North Third Street, Minneapolis, Minnesota 55401.

Major Market, west coast AM looking for host. Should have good board work, a bright sound and pipes, some news background although not necessary. Send tape and resume to: Bill Moyes, Frank N. Magid Associates, One Research Center, Marion, Iowa 52302.

Situations Wanted Management

Box A-208, BROADCASTING

Help Wanted Technical

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Harris is a notably well-managed, solidly successful corporation, now past the half-billion dollar level in sales, and constantly expanding in many communications areas. Our steadily growing division is at the top worldwide in radio and television broadcast equipment.
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Initial salary will fully reflect your qualifications to fill this challenging position, which carries excellent career potential. Benefits are liberal. Please send resume including salary history data in confidence to Mr. Lawrence B. Carlstone, Professional Employment Supervisor. Harris Corporation Broadcast Products Division, Quincy, Illinois 62301.

Help Wanted Programing, Production, Others Continued

"Attention Managers, PD's, D-J's and Sales… two-station expansion by group operator creates need for everything—we fight for ratings and bucks. Only applicants with established track records need apply. EOE employer. Resume, references, (ratings performance) and financial requirements first letter." Box A-207, BROADCASTING.

Radio music syndication co. seeks experienced programming person for 2nd unit Beautiful Music and M.O.R. services. Send detailed resume to:
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As one of the leading antenna manufacturers, JAMPRO offers an exceptionally attractive opportunity to an experienced salesperson. The position, located in Sacramento, requires equipment selling experience to radio and TV broadcasters. Excellent compensation program and fringe benefits. Send full resume in confidence to:
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Sacramento, California 95823

PROGRAM DIRECTOR
If you're a PD, that can create excitement, get a city talking about your radio station (without buying your audience) and can get a hold of air people with personality and voices, let's hear from you...your ideas Box A-128, BROADCASTING.

"Group Operator needs heavy PD for turn-around programming for a Rock Station we've just bought in a medium market. We need a mover who knows format, music and promotion. NO FLOATERS...References and financial requirements to Box A-182, BROADCASTING.

Broadcasting Jan 31 1977 75
Situations Wanted Management Continued

KCKN AM-FM Program Director and no. 1 afternoon drive jock, available now. 17 year background will give you results. Seeking PD/Jock position at responsible country station in major market. Call Gary Brazeal (916) 373-2359 or write 16624 E. 35th St., Independence, Mo. 64055.

Situations Wanted Announcers


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Group operator needs Engineering supervisors and maintenance technicians for commercial television operations in various major markets. Experience required. Send resume with references, schools attended and financial requirements. List major experience on equipment and projects. Management experience required for supervisor's positions.

We are an equal opportunity employer, male/female.

Box A 241, BROADCASTING

Help Wanted Programing, Production, Others

WEST COAST
TOP 25 MARKET
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Help Wanted Programing, Others Continued

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BOX A-236, BROADCASTING

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Equal Opportunity Employer

BOX A-278, BROADCASTING

Situations Wanted News

TV & RADIO SPORTSCASTER

Experienced sportscaster who can bring your audience what they want to hear. Over ten years experience which includes play by play of all U.S. & International sports plus TV & Radio specialty programs on everything from football to auto racing.

BOX A-284, BROADCASTING

Interrelated: Production, Programming, News

Situations Wanted Programing, Production, Others

Interrelated: production & directing. Writing scripts to correspond with the economical structure of production; to stress low budget & high productivity as a result of my work.

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16 + ACRES IN VA. BEACH, VA.
I'm willing to trade property for Radio or TV station(s) of equal value. Must be located in Va., N.C., Maryland, or D.C. Acreage zoned for duplex apartments in busy corridor of Va.'s fastest growing city. Contact: Bill Weller, 1600 Keswick Dr., Norfolk, Va. 23518. (804) 623-9777.
Buy-Sell-Trade Continued

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*Principal interested in buying a small to medium size radio station in Western Michigan. Prefer full time AM-FM or FM. Strict confidence on all replies.*

BOX A-239, BROADCASTING

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UHF station owner, are you increasing power on your UHF transmitter?

Are you using a recent 30 KW transmitter for a stand-by?

Will offer top price.

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BROADCASTING Jan 31 1977

77
**For Sale Stations Continued**

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Tired of the coldest winter on record? Come to sunny Florida where the temperature today is 76 degrees. Fulltime AM radio station on Florida's gold coast is waiting your inspection. At the selling price of $650,000 (cash) it is priced at three times gross, and the property is included.

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Black programmed radio station in major market for sale at most attractive multiple. For anyone with $200,000 equity this consistently profitable station billing over $400,000 annually can probably be sold with additional debt totaling $450,000. If you are qualified and interested in a major market station at one and one half time annual revenues

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**GULF COAST SUBURBAN DAYTIMER**

In Mobile market on the coast. Excellent opportunity in the fastest growing area of Alabama. Price is right for $168,000 which includes real estate.

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**For Sale Stations Continued**

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Southern New England AM in single station market. A growing operation with steadily increasing revenues. Priced at $350K with $150K down payment. Contact Dick Kozacko at our Elmira office.

Network TV in Empire State metro market has revenue increase near 40% in current fiscal year. Long-established UHF operation is priced at just $8650K with terms available to a qualified buyer. Contact Keith Horton for details.

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Daytimer with PSA is priced at $275,000 with 29% down and 10 years on balance at 8%. Cash flow will handle debt service. Could be handled by absentee owner.

**CALIFORNIA**

Profitable daytimer offered at $250,000 with $60,000 down and payments serviced from cash flow. This underdeveloped property has PSA, low cost land purchase option and possible full time possibilities.

**WESTCOAST**

Priced at $500,000.00 this profitable suburban daytimer has PSA and good possibility of full time service. Terms to qualified buyer.

William A. Estes, Inc.

31 CARROLL COURT, SAN RAFAEL, CA 94903 (415) 470-0517

MEDIA BROKERS - CONSULTANTS

**BROADCASTING'S CLASSIFIED RATES**

Payable in advance. Check or money order only.

**Rates, classified listings ads:**

- Help Wanted, 50c per word—$10.00 weekly minimum. (Billing charge to stations and firms: $10.00.)
- Situations Wanted, 40c per word—$5.00 weekly minimum.
- All other classifications, 60c per word—$10.00 weekly minimum.

**Add $2.00 for Box Number per issue.**

**Rates, classified display ads:**

- Situations Wanted (Personal ads) $25.00 per inch
- All other $45.00 per inch
- More than 4" billed at run-of-book rate.

**Stations for Sale, Wanted to Buy Stations, Employment Agencies and Business Opportunity advertising: request display space.**

Publisher reserves the right to alter Classified copy to conform with the provisions of Title VII of the Civil Rights Act of 1964, as amended. Agency Commission only on display space.

**Word Count:** Include name and address, name of city (Des Moines) or of state (New York) counts as two words. Zip Code or phone number including area code counts as one word. (Publisher reserves the right to count Zip code and/or abbreviate words if space does not permit.) Count each abbreviation, initial, single figure or group of figures or letters as a word. Symbols such as 35mm, CDD, PM, GM, etc. count as one word. Hyphenated words count as two words.

**Copy: Dacneable Monday for the following Monday's issue.**

No telephone copy accepted.

Replies to ads with a box number should be addressed to Box Number, c/o BROADCASTING, 1855 N. 17th St., D.Sales St., W.A., Wash-

Since January 1, 1974, BROADCASTING no longer forwards audio tapes, transcriptsions, films or VTR's. BROADCASTING cannot accept copy requesting audio tapes, transcriptions, films or tapes to be sent to a box number.

**Name (Print):**

**Signature:**

**Address:**

**Phone:**

**City:**

**State:**

**Zip:**

Insert time(s). Starting date Box No.

Display (number of inches).

Indicate desired category:
## Broadcasting

**ADAMS-RISSELL**  
AAR A 4 3/4 4 + 3/4 + 18.75 4 3/4 2 10 1.262 5,994

**AVCO**  
AVN N 16 1/2 15 1/8 + 1 3/8 + 9.09 16 1/2 4 1/2 2 11.541 190,426

**JJEFFERSON-PILLOT**  
JP N 31 1/2 30 3/8 + 5/8 + 2.05 32 1/8 25 5/8 11 24,078 764,418

**KAIER INDUSTRIES**  
KI A 1 1/2 1 1/4 + 1/4 + 1.63 16 A 10 28,110 435,844

**KANSAS STATE NET.**  
KSN N 5 7/8 4 3/4 + 7/8 + 18.42 5 5/8 3 1.716 6,652

**KNIGHT-RIDDER**  
KRN N 37 1/8 37 1/2 - 1/4 - 1.23 37 3/4 28 7/8 11 8,305 287,966

**LEE ENTERPRISES**  

**LIBERTY**  
LC A 1 1/2 1 1/2 - 1/4 - 2.54 1 1/4 1 1/4 9 7,276 239,543

**MCGRAW-HILL**  

**MEDIAD**  
MDA A 10 3/4 10 3/4 + 1/4 + 1.63 12 1/4 4 7 8,572 223,983

**NEW YORK TIMES CO.**  
NYK A 16 7/8 16 7/8 + 1/4 + 3.84 16 7/8 11 20,000 605,827

**OUTLET CO.**  
QTV N 18 1/2 18 1/2 - 1/4 - 2.66 18 1/4 1 1/4 9 6,762 125,803

**POST CORP.**  
POST A 19 1/4 19 1/4 - 1/4 - 6.49 19 1/4 1 1/4 9 875 15,750

**RREEVES TELECOM**  
RBT A 7 1/8 3 1/4 + 1/4 + 7.14 2 1/2 1 1/4 9 2,376 4,455

**ROLLINS**  
ROL N 21 1/2 21 3/8 - 1/4 - 2.73 21 3/4 20 3/8 13 13,424 398,237

**RUST CRAFT**  
RUS N 10 1/2 9 + 1/2 + 16.66 10 1/2 5/8 8 2,291 24,055

**SAN JUAN RACING**  
SJR N 5 1/4 5 1/4 - 1/4 - 3.03 10 1/4 7 6 20,072

**SCHEINER-PLAMOUTH**  

**SONDERLING**  
SON A 10 7/8 10 5/8 + 1/4 - 3.31 10 7/8 7 9 3 1,046 31,191

**TECH OPERATIONS**  
TO A 3 3/4 3 3/8 - 1/12 - 3.44 3 3/4 2 12 1,335 4,436

**TIME WIRER CO.**  
TWC N 22 1/2 22 1/4 + 1/4 - 1.12 22 3/4 22 1/4 12 3,952 75,391

**WASHINGTON POST CO.**  
WPD A 23 1/2 24 - 1/4 - 2.08 24 1/4 23 1/4 11 4,546 106,831

**WOMETCO**  
WOM N 11 7/8 11 1/2 + 1/4 - 2.15 11 1/4 8 7 9,470 112,456

**TOTAL**  
3,313,835

## Cablecasting

**ACTION CORP.**  
ATN A 4 1/2 3 3/4 + 3/4 + 20.00 4 1/2 1 1/8 15 2,640 11,880

**AEL INDUSTRIES**  
AELO A 3 1/2 3 1/2 + 3/4 + 12.00 3 1/2 3/4 15 1,200 600

**AMCUR**  
ACD A 1 1/2 1 1/2 - 1/4 - 0.00 1 1/4 3/8 8 12,600 10,000

**AMERICAN TV & COMM.**  
AMTV O 20 1/2 23 1/4 - 2 3/4 - 11.82 23 1/4 13 1/2 17 3,369 605,046

**ATHENA COMM.**  
ATH A 1 1/2 1 1/4 1/8 - 1/4 - 0.00 1 1/8 3/4 12 2,125 265

**BURNUP & SIMS**  
BSM N 3 7/8 4 + 1/4 - 1.32 4 1/2 3/4 35 8,319 32,236

**CABLECOM-GENERAL**  
CCG A 5 7/8 5 7/8 + 1/4 - 3.32 5 7/8 4 1/4 6 2,125 265

**CABLE IN**  
CAB A 3 3/4 3/4 - 1/4 - 0.00 1 1/4 1/4 4 663 447

**COMCAST**  
COM A 3 7/8 3 7/8 - 1/4 - 0.00 3 7/8 1 1/8 11 1,708 6,618

**COMMUNITY PROPERTIES**  
CMNU O 4 1/2 4 1/4 + 1/4 + 2.65 4 1/4 1 1/4 9 4,371 21,126

**COX CARLE**  
CXX A 18 5/8 17 7/8 + 1/4 - 4.19 18 5/8 13 19 3,560 66,305

**ENTRON**  
ENTS O 1 3/4 1 3/4 - 1/4 - 0.00 1 1/4 1 1/2 2 979 1,713

**GENERAL INSTRUMENT**  
GRI A 21 1/2 20 3/4 + 1/4 + 1.22 21 1/4 8 1/4 23 7,978 72,486

**GENOVE**  
GEN A 8 3/4 3 + 1/4 - 2.72 10 6 1/2 58 1,121 9,080

**TELE-COMMUNICATIONS**  
TCM O 3 1/2 3 1/2 - 1/4 - 0.00 5 1/4 2 7/8 50 5,281 18,483

**TELEWATER**  
TP N 8 3/4 3 1/4 + 1/4 - 1.70 9 1/4 9 1/4 9 16,666 16,329

**TIME INC.**  
TL N 36 1/4 36 3/4 + 1/8 - 2.34 36 3/4 32 13 25,000 906,250

**TOCOM**  
TQ A 2 7/8 2 7/8 - 1/4 - 0.00 3 1/4 1 5/8 10 617 1,773

**U.S.-CABLE COMM.**  
UMA A 16 1/4 16 1/4+ 1/4 + 3.31 16 1/4 9 1/4 16 1,700 28,475

**UNITED CABLE TV**  
UCV A 4 1/4 4 1/4 - 1/4 - 0.00 1 1/4 1 1/4 4 2,125 265

**VIACOM**  
VIA N 12 1/4 12 1/4 + 1/4 - 7.54 13 1/4 7 7/8 13 3,705 45,386

**TOTAL**  
96,685 1,539,013

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Broadcasting Jan 31 1977
### Programming

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<th>Channel</th>
<th>Call Letters</th>
<th>Time (EST)</th>
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<tbody>
<tr>
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<td>WPIX</td>
<td>8:00 PM</td>
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<tr>
<td>ABC</td>
<td>WABC</td>
<td>8:00 PM</td>
</tr>
<tr>
<td>NBC</td>
<td>WNBC</td>
<td>8:00 PM</td>
</tr>
<tr>
<td>FOX</td>
<td>WNYW</td>
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### Service

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<tr>
<td>RCA</td>
<td>*1000 *800 *700</td>
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<tr>
<td>TEL</td>
<td>*1000 *800 *700</td>
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<tr>
<td>WARNER</td>
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<tr>
<td>MARTIN</td>
<td>*1000 *800 *700</td>
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### Electronics/Manufacturing

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<tr>
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</tr>
</thead>
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### Standard & Poor's Industrial Average

<table>
<thead>
<tr>
<th>Index</th>
<th>Description</th>
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</thead>
</table>
| Standard & Poor's Industrial Average | Over-the-counter bid prices supplied by
| A-American Stock Exchange | Morgan Guaranty Trust Co., Inc.
| M-Midtown Stock Exchange | Morgan Guaranty Trust Co., Inc.
| N-New York Stock Exchange | Morgan Guaranty Trust Co., Inc.
| O-over-the-counter bid price shown | Morgan Guaranty Trust Co., Inc.
| P-Pacific Stock Exchange | Morgan Guaranty Trust Co., Inc.

*Stock did not trade on Wednesday closing price shown is bid price.
*No P/E ratio is computed, company registered net loss.
**Stock split.

### Grand Total

<table>
<thead>
<tr>
<th>Index</th>
<th>Description</th>
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</table>
| Grand Total | Over-the-counter bid prices supplied by
| A-American Stock Exchange | Morgan Guaranty Trust Co., Inc.
| M-Midtown Stock Exchange | Morgan Guaranty Trust Co., Inc.
| N-New York Stock Exchange | Morgan Guaranty Trust Co., Inc.
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*Stock did not trade on Wednesday closing price shown is bid price.
*No P/E ratio is computed, company registered net loss.
**Stock split.

P/E ratios are based on earnings per share figures for the last four quarters as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gains or losses.
Chip Shooshan: wielding a big blue pencil in communications rewrite

He has been called the Robert Redford of the Washington communications fraternity, this youthful (31) congressional aide with his trim figure and wholesome, child-like good looks. But Chip Shooshan is far more than just another pretty face: He's a force to be reckoned with.

For more than two years, he has held the top staff job at the House Communications Subcommittee, a position which, because of its proximity to the subcommittee chairman and its members, makes Mr. Shooshan a significant power center in a project that could well change the face of broadcasting—the rewrite of the Communications Act of 1934.

And Mr. Shooshan is aware that he would be wise to win any popularity contests among broadcasters right now—not that he would try to. But he does want to win the trust of the industry.

"I know there was a great deal of animosity toward the staff as a result of the cable study," Mr. Shooshan says, in reference to a staff report that he oversaw last year and that broadcasters found substantially pro-cable TV. "I know there are a lot of broadcasters who feel as a result of that document that, well, 'we can't get a fair shake from the Communications Subcommittee staff... and the committee members.'

"I think that's a big mistake. I think broadcasters and everybody can get a very fair shake from us... They'll get a receptive ear and they'll get people who are more conscious than they're aware of as to their problems under the existing act."

Members of the communications establishment, who are nervous about the rewrite project's potential for rocking their boats, are skeptical of these assurances, which they have heard several times by now from Mr. Shooshan. They are skeptical because he is not one of them. One prominent Washington broadcaster was quick to point out that Mr. Shooshan has had no experience in any industry, much less a regulated one. He also noted Mr. Shooshan's intense loyalty to the late Communications Subcommittee Chairman Torbert Macdonald (D-Mass.) and that Mr. Shooshan often reflects Mr. Macdonald's combative style and penchant for secrecy. By contrast, Mr. Macdonald's successor, Lionel Van Deerlin (D-Calif.), has a more congenial, open, almost collegial style of leadership that seeks consensus rather than confrontation. This broadcaster says he isn't sure Mr. Shooshan has made the transition to that mode of operation.

But that is one broadcast view. To balance it is Mr. Van Deerlin's decision to keep Mr. Shooshan as chief counsel and to have him head the Communications Act rewrite project at the staff level.

In conversation, Mr. Shooshan is serious and dispassionate. There's nothing there to betray the kinds of antibroadcast biases his detractors attribute to him. And even they concede his attributes. Said one, he's "bright, articulate, gutsy."

His resume, appearance, demeanor and life style are the stuff that make parents proud. A plethora of Harry's in Mr. Shooshan's greater family caused him to be nicknamed Chip, Chipper when he was younger, as in "chip off the old block." The block in this instance is his father, Harry M. Shooshan Jr., a career Washington civil servant who was deputy assistant secretary of interior before his retirement in 1974. It's more than coincidence that the son is in government service, too—the younger Shooshan aborted plans to become a doctor, settling on American government as his major in undergraduate school—but he doesn't intend to make government a career. He said he will hold his present job as long as Chairman Van Deerlin wants him, then he may turn to private legal practice.

He echoes the fashion among many Capitol Hill workers of carrying work home, guarding his spare time and weekends instead for activities with his family—his wife, Beverly, and two daughters. A large chunk of that time is devoted to the Methodist church in his home suburb of Rockville, Md., where he and his wife are commissioners in a church community outreach program.

A lover of sports, Mr. Shooshan moonlights on Sundays during football season for the Washington Redskins, coordinating press-box communications and occasionally serving as a spotter for radio and TV commentators. He plays basketball and squash whenever he can drum up games in the neighborhood and at Mrs. Shooshan's urging, has joined her in daily two-mile jogs.

Mr. Shooshan's landing on the communications subcommittee staff was more by happenstance than design. Harvard-educated, his first job was as a summer intern for Representative Macdonald, also a Harvard graduate. After five years as Mr. Macdonald's administrative assistant, and nearing the finish of a law degree which he pursued in evenings at Georgetown University, he expressed a desire to move on.

As it turned out, moving on meant moving from the congressman's personal office to the Communications Subcommittee.

In seven years with Mr. Macdonald, Mr. Shooshan developed a deep friendship with the congressman, regarding him almost as a second father. The legacy the congressman left with him is twofold. He learned, he says, that Congress is "tough on people. He once told me that you can have the best mind, and the best ability of anybody in the world, but when they're through with you, they're through. He taught me toughness... And he taught me that I don't think that Mr. Van Deerlin could not go out and find 18—118—people as well qualified as I am to sit here and be doing what I'm doing right now."

As is common among committee counsel on Capitol Hill, Mr. Shooshan had no special expertise going into his subcommittee job. While on Mr. Macdonald's personal staff he was involved with the Public Broadcasting Act of 1967, and the sports broadcasting antiblackout bill of 1973. The rest he has learned on the job.

In the subcommittee staff's preparation for the rewrite project, Mr. Shooshan has selected broadcasting as his own area of concentration. It is, he said, "an area... where the tree should be shaken a little bit." If he brings any specific biases to the task, he is keeping them to himself, allowing only that "my general philosophy is that I am somebody who feels there is too much regulation."

He said he begins the task with nothing up his sleeves. "I have an open mind," he repeats. "Let's analyze the situation and approach it with as many tools and as much information as we possibly can, and then see where we come out."
Under the market

Television pricing is coming under more and more criticism, as the Ted Bates study reported elsewhere in this issue illustrates. Prices are unlikely to come down, however, unless the criticism turns into buyer resistance, and networks and stations find unsold inventories piling up. There are no signs of that, and for a reason: television costs-per-thousand have stayed well below the inflation rate of the general economy, meaning television remains a good buy.

Some of Bates's own figures make that point. The agency has compared television C-P-M's for daytime network, evening network and spot television with the consumer price index, a commonly accepted indicator of general inflation. Through 1976 all categories of television advertising stayed far behind the CPI. Even if the Bates projections for 1977 turned out to be correct—and there will be broadcast sales officials who contest them—spot television would still trail consumer prices.

The feeling here is that Bates's estimates of C-P-M levels for network advertising in 1977 are on the surface excessive. Corrections in the market would almost certainly occur before those levels could be reached.

The universal feeling among broadcasting executives is that television has been underpriced and that price increases recently made possible by advertiser demand are realistic. That view is given strong support by the consumer price index comparisons.

Right track

The budget submitted by President Ford contains a progressive feature that President Carter ought to retain or even improve—a reduction in the size of the Office of Telecommunications Policy. Since the office was created by Richard Nixon for the purpose—later made obvious—of exerting political influence for which there was neither need nor excuse, it has created more mischief than anything else.

Under its first director, OTP made overt efforts to suppress network news. After he left, its principal public work was the issuance of a wholly unsound scientific study asserting that room could be found in the VHF television spectrum for 96 more stations, clearly a proposal to divert UHF space from television to other use. The Ford budget would turn the office back toward its pre-Nixon role of supervising the assignment of those parts of the spectrum that are reserved for government. If Mr. Carter is serious about cutting overhead, he'll go at least as far.

No free lunch

The American Newspaper Publishers Association and the Newspaper Advertising Bureau last week jointly announced a national campaign of at least three years duration to enlarge newspaper circulation. The extent and seriousness of this project tell something about the profound changes that are taking place in the competition among the media of journalism.

Daily newspapers have been losing circulation in numbers now large enough to shake publishers into funding the new cooperative campaign. At the same time the audience for television journalism has been growing; the three television networks' evening news programs collectively are delivering about 9% more viewers than they did a year ago. Nor has it escaped the publishers' attention that radio journalism is an advancing force, especially in the development of the all-news station.

The mix of media is further churned by the increasing numbers and vitality of specialty publications such as city magazines and suburban shoppers. And the prospect is that the competition will only intensify as new delivery systems, satellite-connected cable, for example, spread around the country. As Otto A. Silha, president of the Minneapolis Star and Tribune Co. and chairman of the Newspaper Advertising Bureau, predicted in announcing the circulation campaign, "Changes in the rest of this century are going to come at an even faster rate than they have since television first appeared upon the scene."

It is interesting to note that the newspapers' new circulation campaign includes research to assist editors in improving their product. Broadcasters must expect to cope not only with invigorated promotion by their newspaper competitors but also with brightened newspaper content that is intended to meet the challenges of broadcast news.

The cope will be easier if broadcasters continue to enlarge their commitment to the journalistic function of radio and television. As Mr. Silha said, the competition will get stiffer—not the least because of the campaign that the newspapers announced last week.

Always room at the top

Of all of the changes in media management in recent months the resignation of Larry H. Israel from the presidency of The Washington Post Co. provoked greatest surprise. Usually changes at the top are dictated by retirements for age or health or by inferior performance.

Not so in Mr. Israel's case. Every division—newspapers, Newsweek and broadcasting—is a profit center and Mr. Israel, at 57, leaves with a record year in 1976 with the 1977 projection even brighter. Katharine Graham, chairman and chief executive—herself the biggest success story in contemporary communications—on Feb. 1 resumes the presidency which she relinquished when she promoted Mr. Israel three years ago.

Mr. Israel, it must be assumed, failed to find complete fulfillment despite the company's prosperity. His first love is broadcasting in which he achieved notable success at Westinghouse Broadcasting and, from 1968 to 1973, as head of Post-Newsweek stations. In seeking new opportunities, Mr. Israel will not overlook station ownership or programing innovations.

Mrs. Graham has built solidly, providing good depth in each division. Moreover, her media-oriented son, Donald E. Graham, 31, recently became general manager of Post newspaper operations and can be expected to move up the corporate ladder.

"Something seems to be wrong with the cart machine."
Thank you, Walter Cronkite

We listened very carefully recently when Walter Cronkite, dean of American newscasters, and, as some polls have shown, one of the most trusted figures on television, addressed a group of radio and television news directors on the state of their craft. We admired his courage and perception in expressing a weakness in TV coverage that we've been trying for some time to bring to public attention.

Basically, Mr. Cronkite complained about television's problem in covering complex news issues adequately. "...In the compression process forced upon us by the severe limitations of time," he said, "the job is incredibly, almost impossibly, difficult. I'm afraid that we compress so well as to almost defy the viewer and listener to understand what we say. And when that becomes the fact, we cease to be communicators."

Mr. Cronkite wasn't talking specifically about energy news. But he could have been. With nearly three-quarters of the American public getting most of its news from television, we hold TV very largely responsible for public confusion and misunderstanding over America's energy problems.

The problem, he elaborated, is "the inadvertent and perhaps inevitable distortion that results through the hyper-compression we all are forced to exert to fit one hundred pounds of news into the one-pound sack that we are given to fill each night."

"The cumulative effect is devastating, eating away at our credibility," he said. "Perhaps it will take a while for the masses to catch on—they usually are the last to know the truth. But among the informed, the opinion leaders—the awareness is spreading—the awareness that our abbreviated versions of the news are suspect. They or their friends and associates have been victimized by our truncated reports, and they spread the word."

As one of TV's frequent "victims" we couldn't agree more with the tube's respected dean. We often see distortions when TV reports on large oil company profits, without any mention of rate of return on investment, or other accepted yardsticks. We saw it when TV reported those 1973-74 rumors of tankers waiting offshore for higher prices, and then gave scant coverage to denials by the Coast Guard and others.

The time factor is only one shortcoming of television news programs. We'd also like to see Mr. Cronkite address the problem of television news shows being, essentially, entertainment vehicles and the fact that, in the drive for ratings, news directors—and broadcasters—will sometimes emphasize the emotional or visual aspect of a story in an effort to entertain rather than inform.

Obviously we at Mobil don't seriously expect television stations to bill their news programs as entertainment. But we do wish television news people would emulate their print colleagues and be a little more responsive to outside views. Newspapers and magazines at least allow advertising on public issues. They also print articles by free-lance journalists, and guest columnists are regularly featured within their pages. Ideally, we'd like television to adopt similar approaches. But commercial television networks won't allow outsiders to produce news shows. We know the sort of tight control networks maintain on the free flow of information. We've tried to offer in commercials the same kind of messages we present in this space. But we've been turned down.

Mr. Cronkite does suggest longer news programs so items can get fuller development. This, he feels, would provide "enough extra time for the explanatory phrase, the 'why' and the 'how' as well as the 'who,' 'what,' 'when,' and 'where.'"

"We must redouble our efforts," he adds, "to convince all those concerned that the republic, that the people, need this hour not just so we can do a different job, but so that we can do a better, more honest job of carrying this tremendous responsibility that rests on our shoulders."

Well said, Walter Cronkite.
The surf dashing upon the rocky shore sounded a cacophony in the disappearing night.

A lone gull swooped, a cackling reminder to the angry sea.

Through the mist that crept along the edge of the cliff, two figures moved eerily toward a climactic confrontation.

A sliver of moonlight bathed their faces as he reached out and swept her up into his embrace.

And with the passion born of centuries he whispered, “Did you know that Xerox is a registered trademark of Xerox Corporation and, as a brand name, should be used only to identify its products and services?”