TV's critical mass gathers for the NATPE
FCC gets ready to give the money back
WORLDVISION proudly presents one of the most powerful and dynamic motion pictures of its era.

**PRIME**

Featuring titles such as:

- TOUCH OF CLASS
- FEAR ON TRIAL
- GIVE 'EM HELL, HARRY
- NIGHT WATCH
- COLD SWEAT
- HEDDA
- I WILL, I WILL... FOR NOW
- CALL OF THE WILD
- SWEET HOSTAGE
announces the important package we have ever released

26 MOTION PICTURES OF THE HIGHEST QUALITY

And such stars as:

George C. Scott
Elizabeth Taylor
David Janssen
Jennifer O’Neill
James Whitmore
Valerie Harper
Freddie Prinze
Glenda Jackson
George Segal
Liv Ullmann
Lee Majors
Cloris Leachman
Fred MacMurray
Keenan Wynn
Charles Bronson
Linda Blair
Elliott Gould
Sally Struthers
James Mason
Dorothy Malone

VISIT US AT NATPE FONTAINEBLEAU—TOWERS SUITE 16-C

WORLDVISION ENTERPRISES INC.

THE WORLD’S LEADING DISTRIBUTOR FOR INDEPENDENT TELEVISION PRODUCERS

New York, Los Angeles, Chicago, Atlanta, London, Paris, Tokyo, Sydney, Toronto, Rio de Janeiro, Munich, Mexico City, Rome
“Front Page Feeney” — Yongestreet’s New Half-Hour Situation Comedy Series Ties Viewers Into Knotts of Laughter!

“Hee Haw” Company to Nashville for June, 1977 Taping

NASHVILLE — “Hee Haw” producer Sam Lovullo has announced that Buck Owens, Roy Clark and the entire cast of “Hee Haw” will return to Music City U.S.A. in June to tape the first 13 of 26 all-new hour shows for the 1977-78 season.

All regulars will be on hand for the multi-week taping schedule at WTVF Studios. Some 26 guest stars will also go before the cameras.

George Lindsey, one of the “Hee Haw” regulars, will be on hand at the N.A.T.P.E.

Don Knotts is “Front Page Feeney,” Chronicle’s Most Inept Reporter.

Don Knotts is “Front Page Feeney,” Chronicle’s Most Inept Reporter.

Don Knotts is “Front Page Feeney,” Chronicle’s Most Inept Reporter.

MIAMI BEACH (AP, UPI, REUTERS) — Don Knotts, the famed comedian of television and motion pictures, returns to TV as the star of “Front Page Feeney,” a new half-hour situation comedy to be presented by Yongestreet Productions as a prime time access series, it was announced at the N.A.T.P.E.

In the title role of Don Feeney, Knotts will portray a newswoman on the staff of a fictional metropolitan paper, the Los Angeles Daily Chronicle.

Howard Morris, who is directing the pilot, describes the character Knotts portrays as a “Walter Mitty” type. In his fantasies, he is the demon reporter who covers the most dangerous stories, often at the risk of life and limb. He rips the mask off evil-doers, penetrates areas fraught with danger and scoops his rivals with Pulitzer Prize-winning exposes.

Actually, however, it is the research that Feeney does with the aid of the lady who loves him, Babs Lovelace of the Chronicle’s morgue (played by Susan Tolsky), which enables dashing, handsome Steve Bradley to become the newspaper’s ace reporter.

Other regular characters in Yongestreet’s hilarious comedy series include “Flash” Fletcher, the fearless photographer; Bobby Greer, young, beautiful, gorgeously stacked women’s libber who is the newsroom’s copy person; and Mel Bainbridge, the Chronicle’s famed, powerful and commanding managing editor (played by Edward Andrews).

In the past years, Yongestreet has produced such successful network series as “The Hollywood Palace,” “The Julie Andrews Hour” and, currently, “Sonny and Cher.” Network specials include Perry Como, Herb Alpert and “Swing Out, Sweet Land,” starring John Wayne, which has now aired three times.

Yongestreet’s philosophy has always been to give the access time period network quality productions. “Front Page Feeney” is no exception. From star Don Knotts to the script written by John Aylesworth, Frank Peppiatt and Jack Burns to Howard Morris’ directorial expertise, it’s top quality all the way.

The Weather

National Weather Service forecast: There’s a chance of rain or shine today and tomorrow. The temperature will range from high to low with the possibility of medium range, either Fahrenheit or Centigrade.

The Weather

National Weather Service forecast: There’s a chance of rain or shine today and tomorrow. The temperature will range from high to low with the possibility of medium range, either Fahrenheit or Centigrade.

The Weather

National Weather Service forecast: There’s a chance of rain or shine today and tomorrow. The temperature will range from high to low with the possibility of medium range, either Fahrenheit or Centigrade.

Don Knotts Winner of Five Emmy Awards

Five-time Emmy winner Don Knotts has often been called the “comedian’s comedian.” And with good reason! He began to learn his craft by listening to radio broadcasts of such masters of timing as Jack Benny and Edgar Bergen.

The proof that Knotts learned well can be found in his success on stage, screen and television. The native of Morgantown, W.Va., was a fixture on Broadway in the comedy hit, “No Time for Sergeants,” and was a smash in a tour of Neil Simon’s comedy hit, “Last of the Red Hot Lovers.”

He appeared in the movie version of “Sergeants” and his 12 other cinematic assignments include starring roles in two recent Walt Disney hits, “Apple Dumpling Gang” and “No Deposit, No Return,” and the soon-to-be-released “Herbie Goes To Monte Carlo.” His television success is written in that medium’s history books.

NEWS BULLETIN

You can see Don Knotts in real life — and possibly in real life — in Suite 1583-4-5 of the Fontainebleau Hotel. For those who cannot attend, please call or write Alan Courtney, President, Yongestreet Program Services — 213/273-8290 — 357 N. Canon Drive, Beverly Hills, CA 90210.
The Week in Brief

IT'S SERIOUS ☐ Networks admit that advertiser pressure on violence is going to bring about changes in programing. PAGE 29.

QUALIFIED HELP ☐ Producers are willing to go along with efforts to reduce violence as long as their freedoms aren't restricted. PAGE 29.

GETTING CLOSER ☐ At its annual convention, PBS tones down its demands of CPB in any partnership agreement. PAGE 31.

WILEY'S SUCCESSOR? ☐ Tip O'Neill's general counsel, Charles Ferris, is the front-runner at the moment for the FCC chairmanship, but only time will tell. PAGE 31.

MIAMI MARKETPLACE ☐ Station programers will be talking about innovative programing concepts at this week's NATPE convention, but it's the game shows they'll be buying. PAGE 32.

WARNER CABLE'S PLAN ☐ Extensive service with two-way programing and many other facilities is in the cards for Columbus, Ohio. PAGE 33.

STRIKING THE COLORS ☐ FCC Chairman Richard Wiley has all but given up on mandate to collect fees from those it regulates. He tells Congress that proper legislation will have to be passed before the commission can charge its customers again. PAGE 48.

THE BIG PAYOFF ☐ Investigation on payola and plugola begins this week. PAGE 48.

WITH PEN IN HAND ☐ The House Communications Subcommittee's budget is almost doubled as prelude to its rewrite of the Communications Act. PAGE 55.

REPORT CARD ☐ Senate committee releases study on all government agencies, including the FCC. PAGE 55.

MAKING THE GRADE ☐ CPB President Henry Loomis asks Congress for $160 million ceiling for 1980, but legislators say minority records should be improved or money may be hard to get. PAGE 58.

HELD ACCOUNTABLE ☐ WSTC-AM-FM appeals judge's decision that it can be sued for editing of political candidates' radio spots. PAGE 80.

IN THE MONEY ☐ FCC allocates $300,000 to projects ranging from common-carrier to minority ownership. PAGE 80.

FILLING THE BARREL ☐ Cox will buy another FM station, in Philadelphia, giving it seven, the number allowed by the FCC. PAGE 87.

REPLY-TO-CARTER TIME ☐ The three commercial networks plan huddles with GOP leaders to discuss time for answers to future addresses by the President. PAGE 88.

COMPARATIVE COMMERCIALS ☐ Ogilvy & Mather reports claims that ads involving competing products create negative impressions. PAGE 76.

MORE BOOM BUYING ☐ TV advertisers bought substantially more network minutes in fringe time, according to TVB analyses of 1976 purchases. PAGE 78.

EVERYTHING WAS UP ☐ CBS Inc. sales went over the $2-billion mark in 1976 as the company set new records for the fifth straight year. PAGE 81.

NUTS, BOLTS AND RUBLES ☐ A jubilant NBC explains how and why it committed $100 million or more to the 1980 summer Olympics in Russia. PAGE 84.

PARRYING WITH ASCAP ☐ The music licensing organization wants to hike fees for radio stations, but broadcaster representatives counter with a demand for a 25% cut. PAGE 86.

DING-DONG CRISIS ☐ The record cold has shut down many schools, but it isn't keeping radio, TV and cable from bringing the classroom into the home. PAGE 91.

SPECTRUM SPACE ☐ The battle continues in comments filed at the FCC about the stances to be taken at the 1979 WARC. PAGE 97.

VTR COMPATIBILITY ☐ Broadcasters set up meetings with manufacturers in hopes of getting uniform standards for one-inch recorders. PAGE 98.

PBS GETS NOD ☐ FCC authorizes public broadcasting's plan for satellite transmission. It will cost $40 million. PAGE 88.

NATPE'S BOYER ☐ He's a man with a mission: To get TV owners to afford full status to their programing executives. PAGE 121.
LET KING KONG DOMINATE YOUR MARKET

The one and only television series starring the mighty KING KONG

78 cartoons in color

Let's talk about it at NATPE
Fontainebleau Towers Suite 16-C
In transition
Unshot photo opportunity of political season evaporated last Tuesday in picture-conscious Washington. With assorted still photographers foraging about in Capitol Hilton’s grand ballroom covering 25th anniversary celebration of NBC’s Today program, FCC Chairman Richard Wiley was engaged in intensive and animated conversation with possible successor, Charles D. Ferris (see page 31).

Chairman Wiley, given to good-natured arm-twisting, was advising Mr. Ferris to beware of certain “characters” as they came within earshot, and then proceeded to introduce him. Currently counsel to House Speaker O’Neill, Mr. Ferris—if appointed—isn’t expecting to take office until Chairman Wiley serves out term expiring June 30. Commissioner Ben Hooks, due to leave early August, is plumping for black as his successor. But there’s also drive for engineer-commissioner, in light of satellite and other allocations problems at upcoming international conferences.

Mere formality
Despite opposition from some quarters, it appears all but certain President Carter will give nod for Federal Trade Commission chairmanship to Michael Pertschuk, chief counsel to Senate Commerce Committee. One source said President’s announcement of that appointment will come this week or next. Mr. Pertschuk and two others reported to have been considered for post, Robert Pitofsky and Joan Bernstein, both former high-ranking staff members at FTC, were opposed by group called Committee for an Effective Federal Trade Commission in letter to President because, group said, they are more interested in protecting interests of concentrated industries than interests of consumers.

Mr. Pertschuk, 44, who has degree from Yale Law School, has been with Commerce Committee since 1964.

When shades go up
FCC officials are preparing for March 16 start of sunshine season, when most meetings will be open to public, thanks to act of Congress. And, apart from whether commissioners and staff will be doing business in public, they are already complaining that complicated procedures prescribed by sunshine law will slow down commission’s work. Commission will be required to meet to decide which meetings will be open, which closed (to discuss exempt items), then issue agenda for open meeting seven days in advance. One effect is that it will be difficult for commission to postpone item once it is scheduled; out-of-towners would not like to hear commissioner ask for additional time on matter that took them to Washington.

Meanwhile, work is proceeding on permanent installation of closed-circuit television system commission has used occasionally to pipe pictures of oral argument from meeting room to overflow crowd in adjoining conference room. New system, which would also be available to service overflow crowd at commission meeting, will be extended into commissioners’ offices; this would permit assistants to keep in touch with developments while at work.

Expert wanted
House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.) has sounded out old boss on possibility of acting as consultant in projected rewriting of Communications Act. Although nothing has been settled, talk has been with Howard Chernoff who, as executive of old San Diego Journal, promoted Mr. Van Deerlin to city editor just after World War II. Mr. Chernoff later managed KFMB-AM-TV San Diego before retiring from broadcasting. He was deputy director of USIA in Lyndon Johnson administration, later had special assignments from State Department, with ambassadorial rank. Word is Mr. Van Deerlin wants advice from broadcaster who has met a payroll.

Contraband on display
Should FCC officials go to trade show featuring equipment that commission has declared illegal? Commission officials’ answer, for most part, seems to be: Why not? Commissioner Benjamin L. Hooks (subbing for Chairman Richard E. Wiley), Chief Engineer Raymond Spence and Raymond Higginbotham, chief of the Safety and Special Radio Services Bureau, will participate in PC ’77, personal communications trade show in Las Vegas this week, even though amplifying equipment commission has banned for CB operators is being featured. C. Phyll Horne, chief of Field Operations Bureau, which has job of keeping down illegal emissions, is boycotting show. Electronic Industries Association officials are said to have apologized to Chairman Wiley for presence of equipment this year and say it won’t happen again.

Meanwhile, commission is expected this week to announce new actions aimed at reducing personal communication interference. Both are proposed rulemakings—one to prohibit use of radio frequency amplifiers that are now legal for amateurs but that CB operators have indiscriminately used and to require type acceptance of amateur transmitters.

Too heavy
Growing advertiser resistance to action shows (see page 29) was indicated when number of advertisers reportedly dropped out of CBS-TV’s showing of “Rollerball” on last week’s Wednesday Night Movie on grounds it was too violent. Some that didn’t drop—or came in—were said to have been swayed by attractive discounts. CBS-TV officials declined comment on that report or another that at least four or five affiliates refused to carry show and three others delayed it to late night for same reasons.

Novitiates
Neophyte Commissioners Margita White, Republican, and Joseph Fogarty, Democrat, are finding some aspects of official life at FCC short of regulatory. Shangri La. Mrs. White, whose husband is partner in Washington law firm, acknowledges her activities are circumscribed because she is committed not to participate in matters affecting any clients of his law firm, however remote. One such is AT&T, though very small portion of company’s FCC matters is handled by Mrs. White’s husband’s firm.

Mr. Fogarty’s predilection is of his own making, and he may not regard it as problem at all. Since assuming office last Sept. 17 following nine years on staff of Senate Commerce Committee, he has been running full-tilt for FCC chairmanship. Presumably to avoid conflicts, his office screens all calls. There are complaints from practitioners and licensees who traditionally visit other commissioners, that as “taxpayers,” they have citizens’ right to call on public servants.

Out of town
With National Association of Television Program Executives convention in Miami Beach and other matters, drawing FCC commissioners out of Washington, commission will hold no meeting this week. Chairman Richard E. Wiley, whose own travel schedule is heavy, was prevailed upon by his colleagues to cancel only meeting that had been scheduled. But he warned that trade-off would be heavier schedule in next few weeks.
More than one way to skin the cat in syndication

The seen are saying that television, and particularly local television, will continue to be a dynamic growth industry.

Some of that growth on the local level is going to come from increased prices for advertising spots. Some growth could conceivably come from increased network compensation. Theoretically, stations could generate further revenues by selling 15-second spots. But based on present National Association of Broadcasters and Association of Independent Television Stations code restrictions on the total amount of advertising in a given hour, it's unlikely that the available commercial inventory will increase in the near future.

In order to achieve maximum growth from advertiser revenues, local stations must deliver programing that will attract and retain large and loyal audiences.

Local stations do and will continue to originate their own programing. And they will seek and find local advertiser support for that type of programing. Locally produced programing, however, ties up capital and personnel. In short, good local programing costs money, and local stations' budgets aren't unlimited.

As we all know, there are other sources of nonnetwork programing. Program packages, suppliers and syndicators in endless file have trod paths to the doors of local program and station managers.

And advertising agencies have been suggesting client-financed and client-sponsored programing to local stations on a direct barter basis for many years. The program is delivered with the client's commercials inserted and the station sells the remaining time. This type of arrangement can work to everyone's advantage with special programing for a special audience.

But barter programing, whether a special or a series, can be offered with conditions that may restrict the programing flexibility of a station. The advertiser may require that the program be aired on a given day or at a specified time. The advertiser may seek a guaranteed rating or share.

Straight barter is not always the best deal for an advertiser either. A company may not want to funnel a large number of commercials in one special or series. The advertiser may prefer to have a specific daytime, prime-time or news mix.

However, the typical straight barter deal does not offer the advertiser these variations. The advertiser may not want to finance new production or commit a large sum for license fees required to obtain syndication rights. An advertiser that hedges bets by purchasing network thirty in a mixture of programs may prefer to do the same with his syndication dollars.

For the most part, advertising agencies have not been too successful in having more than one client co-finance or act as program co-licensees of a program series. While many large advertising agencies offer programing "owned" by the client on the traditional barter basis, some agencies are coming up with alternatives. Among them are Dancer-Fitzgerald-Sample, Young & Rubicam, J. Walter Thompson and Grey Advertising.

D-F-S's operation is known as Program Syndication Services Inc. PSS dollars are used to finance new production or license new existing programing.

In turn, the programs are offered to stations without any advertiser sponsorship or participation. The station either pays cash for one or two runs or, more likely, trades time for the show. The station runs the program with spots sold by the station. Not one commercial in the show need be for a PSS client. The station airs the show on days and at times it selects.

In return for the program, PSS receives credit, based on continual price evaluation, in a station time bank to be used for any of its clients. The station receives programing and cash. PSS took the programing risks, invested dollars, spent time, provided its clients with lower costs and service, and may even have made some money itself.

Since the advertiser in the program need not be a PSS client, the station is not pressured by PSS to deliver a special time slot or a PSS client-decided rating.

Occasionally, some stations indicate they feel pressured by this arrangement—an advertising agency that buys advertising time also has a subsidiary that sells programing. The station should make a decision to buy or not to buy based on the merits of the program and the specified proposal. True negotiation must take place. If an advertising agency's syndication arm "forces" a deal that's bad for the station, that's shortsighted business. Depending on the facts, it may even be illegal.

Conversely, a station in a given market may agree to take the programing and pay cash or provide a time bank, but the station may demand that a large share of the available agency dollars allocated for the market be spent on that station. Once again, depending on the facts, the station may be "forcing" acceptance of a deal that's not only bad business but also illegal restraint of trade.

In both cases, one party's short-term insistence on the best possible immediate deal may ruin a long-term, more beneficial relationship. Both parties would do themselves and their respective industries a favor by avoiding such arrangements.

On the other hand, merely because a method of syndication is not straight barter syndication with client-inserted commercials, it should not exclude a station from considering the pluses and minuses of the time-bank method.

The so-called "fourth network" may arrive, agreeing to take the programing here to-day. And as the country grows and markets and audiences change, syndication will have to offer variations on its theme in order to grow and prosper. While the U.S. population continues to grow during the next decade, the number of households will be expanding at about twice the rate of the population as a whole. The greatest increase will be in the number of one-person households with a resulting substantial gain in the number of homes using television and an increase in total television viewing.

The future of syndication is bright. Hopefully, better quality programing will be shown. (And this raises a last, digressive point.) One of PSS's disappointments has been to see first-rate specials and series go to the Public Broadcasting System after commercial stations told PSS that there would not be a sufficient audience in their markets. PSS had to pass on some very good programs that became critical and ratings successes on PBS. Both commercial stations and the syndicators will have an image problem if this situation continues.
Get your free Tee at Suite 17G.

And while you're there, take a look at PSS' uproarious new comedy - The King of Kensington. Also check out our exciting 1977 Oscar and Emmy Hopefuls. Last year's coverage was 70% - this year we're looking to top even that! They're all part of the winningest lineup ever - from the pros at PSS.

So stop by. You'll find our programs fit you to a Tee.

PSS

347 Madison Avenue, New York, N.Y. 10017 Telephone: 212-532-1560
A Subsidiary of Dancer Fitzgerald Sample, Inc.
Colgate □ Company is planning two spot-TV drives and one spot-radio campaign for various products. Its Dermassage dishwashing liquid will be promoted later this month in four-week spot-TV flight that is aimed at women, 18-49. Wm. Esty, New York is scheduling spots during daytime, fringe, special and prime-time periods. Dynamo liquid cleaner will be featured in four-week spot-radio promotion beginning this month. D'Arcy-MacManus & Masius, New York, will slot spots in at least 15 markets, targeting them to women, 25-49. Company's Helena Rubinstein cosmetic line will be promoted in 13-week spot-TV campaign set for late March. Kenyon & Eckhardt, New York, will place spots in day, fringe, access, prime, news and weekend time viewing hours to reach women, 25-54.

Kellogg □ New Poole C cereal will be promoted in six-week spot-radio campaign beginning in mid-March. Leo Burnett, Chicago will buy spots in four markets to reach adults, 18 and over.

Nabisco □ Original flavor Milk-Bone dog biscuits will get four-week spot-TV drive later this month, Wm. Esty, New York, will set spots in fringe-time hours to reach women, 25-54.

Mercedes Benz □ Car company is mapping 44-week spot-radio campaign beginning later this month. Ogilvy & Mather, New York, seeks spots in Los Angeles, gearing them to men, 35-64.

Pet □ Company's frozen foods will get four-week spot-TV promotion later this month. Haworth Group, Edina, Minn., will slot spots during fringe, day and prime-time viewing hours. Demographic target is women, 18-49.

Rival □ Crock plate will be introduced in six-week spot-TV promotion in late April. Promotion will be geared to advantages over oven, skillet, deep-fryer, omelet and crepe maker. It retails for about $62.95. Barickman, Kansas City, Mo., is aiming to clear day time periods to reach women, 25-54.

Frigidaire □ Washing machines will get four-week spot-TV campaign starting in early April. Needham, Harper & Steers, Dayton, Ohio, will place spots in about 48 markets, zeroing in on women, 18-49.

Continental Airlines □ Company is arranging 12-week spot-TV flight starting in early April. Benton & Bowles, New York, will place spots in 28 markets in special and news time periods to reach men, 25-54.

Monsanto □ Agricultural products division will feature Lasso farm chemical in 10-week spot-TV promotion later this month. Vitt Media, Inc., New York, will place spots in access, prime, news and weekend periods in about 20 markets to reach farmers.

Stokely-Van Camp □ Division of Purity Mills is readying six-week spot-TV drive for its Gatorade beverage in early April. Clinton E. Frank, Chicago, will place spots in early and late fringe-time periods to reach adults, 18-49.

Datsun □ Company will sponsor Neil Diamond Special, which will be simulcast nationwide on NBC-TV network and 15 FM stereo stations on Feb. 21, 9-10 p.m. (NYT). Parker, Palos Verdes Peninsula, Calif., is agency.

Hanes □ Today's Girl pantyhose will get eight-week spot-TV campaign later this month. Long, Haymes & Carr, Winston-Salem, N.C., will place spots in day and fringe-time hours, targeting them to women, 18-34.

Dannon □ Yogurt gets six-week spot-TV push beginning in April. Marsteller, New York, will place spots in day, fringe, news and weekend time periods to reach adults, 18-49.

Benjamin Moore □ Paint company is arranging four-week spot-radio push starting in mid-April. Warwick, Welch & Miller, New York, is searching for men 18-49, in at least five markets.

Air Jamaica □ Airline is setting six-week spot-radio drive to start in late February to reach adults, 25-49. Ketchum, MacLeod & Grove, New York, is scheduling.

Schieffelin □ Wine and spirits importer is planning 17-week spot-radio campaign for Blue Nun wine in late March. Della Femina, Travisano & Partners, New York, will buy into at least 25 markets including Chicago, Denver and Washington, aiming to reach adults, 18-49.

Gorton's □ Batter fried fish sticks will get four-week spot-radio drive in late March. Daniel & Charles Associates, New York, will place spots in at least 20 markets, zeroing in on women, 18-49.

Lenders □ Bagel bakery is planning two spot-TV flights for its frozen bagels beginning in mid-February and early

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BAR reports television-network sales as of Jan. 23

<table>
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<tr>
<th>Day parts</th>
<th>Total minutes week ended Jan. 23</th>
<th>Total dollars week ended Jan. 23</th>
<th>1977 total minutes</th>
<th>1977 total dollars year to date</th>
<th>1976 total dollars year to date</th>
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<tr>
<td>Monday-Friday</td>
<td>143</td>
<td>$802,700</td>
<td>401</td>
<td>$2,279,100</td>
<td>$2,192,000</td>
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<td>1:00-2:00 a.m.</td>
<td>913</td>
<td>13,051,200</td>
<td>2,910</td>
<td>40,969,000</td>
<td>41,117,500</td>
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<td>Saturday-Sunday</td>
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<td>320</td>
<td>6,936,300</td>
<td>36,411,500</td>
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<td>Monday-Saturday</td>
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<td>100</td>
<td>3,716,200</td>
<td>12,473,600</td>
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<td>5:00-6:00 p.m.</td>
<td>28</td>
<td>1,251,600</td>
<td>5,442,600</td>
<td>3,994,500</td>
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<td>Monday-Sunday</td>
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<td>32,844,100</td>
<td>102,178,800</td>
<td>88,570,700</td>
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<td>Monday-Sunday</td>
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<td>202</td>
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<td>2,123</td>
<td>$562,893,500</td>
<td>6,856</td>
<td>$212,429,000</td>
<td>$184,256,200</td>
<td>+15.3</td>
</tr>
</tbody>
</table>

Source: Broadcast Advertiser's Report

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Business Briefly

Broadcasting Feb 14 1977 10
MOUSE BOWS, WOWS CROWDS!

The new Mickey Mouse Club premiered in double figures! It earned an exciting 10.4 rating on a per-station-basis* in all its markets! If the new "mouse" isn't in your market yet, don't let someone else get to this audience before you!


Exclusive Distribution: SFM Media Service Corporation, 6 East 43rd Street, New York, N.Y. 10017. Contact: Stan Moger, George Hankoff or Gary Lico (212) 682-0760. SFM Suite 861
April. Each will run for three-to-four weeks. Schutze Flanagan, New York, will place spots in at least 12 markets during day and fringe-time periods to reach women, 18-49.

**American Bakers** □ Company is arranging four-week spot-radio campaign for bread. Vitt Media International, New York, will set spots in two West Coast markets in late February, searching for women, 18-49.

**American Dairy Association** □ Hard cheese is featured in three-week spot-TV drive beginning in mid-February. D’Arcy MacManus & Masius, Chicago, will place spots in about 20 markets. Women, 18-49, are target.

**Pioneer Hi-Bred** □ Hybrid seed corn gets six-week spot-radio promotion beginning later this month. Ad Plan, Chicago, is gearing spots to reach farmers.

**Shulton** □ Honcho, men’s fragrance line, gets four-week spot-TV promotion later this month. Della Femina, Travisano & Partners, New York, will set spots during fringe, access, prime and news time in two markets to reach adults, 18-34.

**Ronco Foods** □ Pasta products will get six-week spot-TV campaign this month. Caldwell, Bartlett, Wood, Memphis, is placing TV slots in 28 markets in new and prime-time periods to reach women, 25-54.

**Julius Wile** □ Subsidiary of Standard Brands is planning two separate flights for its Dry Sack sherry—one for late February and other in early March, three weeks each. Ted Bates, New York is placing spots in at least five markets, zeroing in on men, 25-49.

**Kneip** □ Corn beef gets one-week spot-radio flight in early March. Tench, Chicago, will place spots in about five markets, aiming for women, 18 and over.

**B.F. Trappey & Sons** □ Canned food manufacturer will feature B.F. Trappey beans in eight-week spot-TV drive starting in March. Daytime and fringe-time hour spots will be placed in about 30 markets by Peter A. Mayer, New Orleans, to reach women, 18-49.

**Swift Chemical** □ Subsidiary of Esmark Inc., Chicago, will feature Vigero fertilizer in four-week spot-TV drive in early March. Media Bureau International, Inc., Chicago, will schedule spots in at least 40 markets during fringe-time periods, seeking to reach men, 25-54.

**Woodhill Chemicals** □ Super Glue will be shown in eight-week spot-TV drive in late March. Fox & Associates, Cleveland, will set TV spots in all time periods to reach total women and men.

**Moms** □ Food products company is scheduling two-week spot-radio promotion for its Passover products line in late March. Keenan & McLaughlin, New York, will buy spots in two markets to reach women.

**Automatic Data Processing** □ Computer bookkeeping and recordkeeping service takes two spot-radio flights in late March and early April for two weeks each. Schaefer Advertising, Valley Forge, Pa., will place spots in 13 markets including Atlanta, Chicago and New York. Men, 35-64, are target audience.

**Coleman** □ Camping equipment will get two four-to-five week spot-TV flights in late March and mid-April. D’Arcy, MacManus & Masius, St. Louis, will place spots in fringe and prime-time periods in 54 markets, zeroing in on adults, 18-49.

**Del Labs** □ Nutri-tonic hair conditioner takes two four-week spot-TV flights in early April and May Clyde, New York, will choose five markets and place spots in fringe-time periods to reach women, 18-49.

**Skil** □ Power tool company is planning seven-week spot-TV drive beginning in early April. Campbell-Mithun, Chicago, will buy spots in 30 markets during fringe-time periods, targeted to reach men, 25-54.

**Bernetta** □ Company slates five-week spot-TV promotion for its sewing machine in mid-April. Women, 25-49, are intended audience of spots during daytime, early and late fringe-hour times. Robert L. Cohn, Skokie Ill., is agency.

**Simplicity Manufacturing** □ Lawn and garden equipment manufacturer will take two spot-TV flights for its power lawn mower in mid-April and early May, running two-to-three weeks. Robert L. Cohn, Skokie Ill., is gearing spots to men, 25-49, and placing them in late fringe and prime-time periods.

**Olympic Stain** □ Division of Commerco is planning 16-week spot-TV campaign beginning in mid-May. Kraft-Smith, Seattle, is scheduling spots in 150 markets during day, access, sports, weekend, early and late fringe-time periods. Demographic target is men, 18-49.
COME UP AND MEET

Donahue

THIS SEASON'S
GREAT ATTRACTION

THE MAN WHO ATTRACTS WOMEN.

9,760,000* of them!

Come up and meet Donahue in our NATPE suite 1461,
Fontainebleau Hotel.

You'll see why Donahue is capturing terrific ratings all across the country — especially with young women. And since Donahue is in 87 markets now, that's a tremendous number of attentive young women!

Don Dahlman, Lee Jackoway, and Roger Adams have all the facts for you. Why wait? Call them now at (513) 352-5955.

MULTIMEDIA PROGRAM SALES
140 West Ninth Street, Cincinnati, Ohio 45202

*Compilation of average weekly audience from NSI, November, 1976.
Champagne and "Nevada Smith" is not my idea of a honeymoon!

Even a bride can find herself playing second fiddle to one of the 13 MGM Tailor Mades. Programs like Earth
Deadly Tower, Assignment Munich, Babe, and others. Call us. We’ve got what they want.
THE EIGHTH NATIONAL ABE LINCOLN AWARDS TO DISTINGUISHED BROADCASTERS PRESENTS THESE AWARDS

RAILSPLITTER AWARD FOR BREAKING NEW GROUND IN THE INDUSTRY WHEN BROADCASTING WAS IN ITS INFANCY

A. J. FLETCHER
Chief Executive Officer and Chairman of the Board Capital Broadcasting Co., Inc.

This Christian lawyer and businessman of wide ranging diverse interests, began his distinctive broadcasting career with the founding of a free radio station, WRAP, in 1939. From the beginning he was a leader in the struggle for truth in advertising. He has been honored and commended many times by his fellow citizens for innumerable community efforts in music, sports, religion, and by his broadcasting colleagues for contributing to the highest standards in broadcasting. In addition, he is cited for his positive spirit, and for his belief that the hope of the nation resides in the integrity and independence of the enlightened individual.

VINCENT T. WASILEWSKI AWARD FOR IMPROVING BROADCASTING'S IMAGE IN THE EYES OF THE PUBLIC PRESENTED POSTHUMOUSLY TO

GROVER C. COBB

A symbol of all good things in American broadcasting, Mr. Cobb operated strong, successful, community-oriented radio stations during his active broadcasting life, at the same time giving freely of himself to causes which advanced the social, economic and political life of his community. He was a founder of the Kansas Association of Broadcasters, served on the board of the National Association of Broadcasters, and as chairman of the joint Radio-Television Board of the NAB. Mr. Cobb also headed the broadcasting division of the Cannon Company, but in 1971 joined the staff of the NAB becoming senior executive vice president and an energetic force for developing a strong relationship between free broadcasters and their representatives in Congress. We honor his life with this award.

SPONSORED BY THE RADIO-TELEVISION COMMISSION OF THE SOUTHERN BAPTIST CONVENTION BOX 12187 / FORT WORTH, TEXAS 76115

Datebook

This week


Feb. 14—FCC's deadline for filing comments on cable television syndicated program exclusivity rules and their effect on local programming. Replies are due March 16. FCC, Washington.


Feb. 16-19—International Conference on film, theater, video of Center for Twentieth Century Studies, The University of Wisconsin, Milwaukee. Contact: Michel Benamou, director. CTC, P.O. Box 413, Milwaukee 53201.


Feb. 17—Southern Baptist Radio and Television Commission's eighth annual Abe Lincoln Awards. Tarrant County Convention Center, Fort Worth.


Feb. 17-20—Howard University School of Communication's sixth annual communications conference. Mayflower Hotel, Washington DC.


Feb. 20-21—Midwestern Broadcast Executives Conference.unsupported.


Feb. 22-23—Midwest Regional Cable Convention. Seasonal Golf Resort, Colorado Station.


Feb. 27-May 1—American Women in Radio and Television 26th annual convention. Radisson Downtown hotel, Minneapolis.

May 8-12—Annual meeting, ABC-TV affiliates. Century Plaza hotel, Los Angeles.


June 1-4—Associated Press Broadcasters annual meeting. Oarme-Park Plaza, St. Louis.

June 11-15—American Advertising Federation conference of San Francisco State University. Information: Janet Lee Miller or Daryl Compton, S.FU., 1800 Holloway Avenue, San Francisco 94132.

Feb. 15-16—Wisconsin Broadcasters Association winter meeting and legislative reception/dinner. Concourse hotel, Madison.


Feb. 17-19—International Conference on film, theater, video of Center for Twentieth Century Studies, The University of Wisconsin, Milwaukee. Contact: Michel Benamou, director. CTC, P.O. Box 413, Milwaukee 53201.


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Major meetings
Feb. 12-16—National Association of Television Program Executives 14th annual conference. Fontainebleau hotel, Miami. 1978 conference is scheduled for Los Angeles; site and date to be announced.


April 27-May 1—American Women in Radio and Television 26th annual convention. Radisson Downtown hotel, Minneapolis.

May 8-12—Annual meeting, ABC-TV affiliates. Century Plaza hotel, Los Angeles.

May 15-18—Annual meeting, NBC-TV affiliates. Century Plaza hotel, Los Angeles.


June 2-6—Associated Press Broadcasters annual meeting. Oarme-Park Plaza, St. Louis.

June 11-15—American Advertising Federation conference of San Francisco State University. Information: Janet Lee Miller or Daryl Compton, S.FU., 1800 Holloway Avenue, San Francisco 94132.
Operation Prime Time & MCA TV/Universal Present

"Testimony of Two Men"
by Taylor Caldwell

Six powerful prime-time, first-run hours in 60-minute or two hour form. Produced in the immensely successful format of "Rich Man, Poor Man Book I" by MCA TV/Universal.
Prime time power for local television!

For stations. For advertisers.

An Historic First!
Major groups, leading stations (independents and affiliates), and the industry's foremost production company, MCA TV/Universal, have joined forces to bring enormous new prime-time power to local television—with first-class, first-run, prime-time programing!

Premieres in May
The MCA TV/Universal production of Operation Prime Time's initial project, "Testimony of Two Men," one of Taylor Caldwell's all-time best-selling novels, will premiere in May of this year in prime time on every OPT station.

Best Spot on the Schedule
Stations will be able to slot "Testimony of Two Men" in their optimum prime-time positions—with the best possible lead-in and the most favorable competitive situation.

All-Out Publicity-Promotion
"Testimony of Two Men" will be launched with an all-out publicity-promotion campaign by MCA TV, the OPT stations and a major publicity firm to maximize coverage by local and national media.

Big Audiences
OPT audience levels are certain to be exceptionally high because "Testimony of Two Men" will be scheduled opposite network reruns.

New National Ad Dollars
Network shortage of prime time avails is bringing new and important national advertising revenue to OPT stations.

Operation Prime Time is big, new local prime-time power! For stations, for national and local advertisers. Turn on the power in prime time! Join OPT today.
It started with five stations. Now it's 63 stations and still going strong. With 37 out of the top 38 markets! and over 70% coverage of U.S. TV homes!
The language is that plain, the provisions that clear, the coverage that complete. It isn't what you would call great writing, but it sure is understandable.

That's what experience will do for you. Forty years ago, the ERC Broadcasters Libel Insurance policy had more exclusions than it did coverage. Today, there are no exclusions. If you have trouble, you're covered, even for punitive damages.

Here are the facts of life, about libel suits, as ERC has developed them in more than 40 years of underwriting Libel Insurance policies:

1. In any given month or year, it's probably not going to happen to you.
2. If you broadcast enough times, over enough years, it's bound to happen.
3. When you wind up in front of a jury, that group is going to try to sock it to you. They won't want to miss the opportunity to get even for your bad taste in programming.

These same facts of life make Libel Insurance one of the best buys in the insurance marketplace. It's an ideal setup for economical coverage: low incidence of claims, but very stiff expenses when you have to go to court...even if you win.

Much like Major Medical. You'll probably only need it once or twice, but it's curtains if you're without it when the time comes. If you (or your insurance representative) will fill out and mail the coupon, we'll respond by mail with full details.

Please do it soon. Some malcontent may have you in his sights right now.
SWEEPING THE COUNTRY.

Sweeping.......

New York—WPIX
7–7:30PM Mon–Fri
Rating, share, women 18–34 & 18–49, men 18–34 & 18–49
teens and children

Boston—WSBK—TV
7–7:30PM Mon–Fri
Women 18–34 & 18–49, men 18–34 & 18–49

Chicago—WGN—TV
6:30–7PM Mon–Fri
Rating, share, women 18–34 & 18–49, men 18–34 & 18–49, teens

Cincinnati—WXIX—TV
6:30–7PM Mon–Fri
Women 18–34, men 18–34, teens and children

Detroit—CBET
7:30–8PM Mon–Fri
#1 independent women 18–34 & 18–49, men 18–34 & 18–49

Kansas City—KMBC—TV
5:30–6PM Mon–Fri
Women 18–34 & 18–49, men 18–34 & 18–49, teens

Tucson—KVOA—TV
4:30–5PM Mon–Fri
Women 18–34 & 18–49

Hartford/New Haven—WTNH—TV
5:30–6PM Mon–Fri
Women 18–34 & 18–49, men 18–34 & 18–49, teens and children

Eugene—KVAL—TV
7:30–8PM Mon–Fri
Rating, share, women 18–34 & 18–49, men 18–49, teens and children

San Francisco—KTVU
6–6:30PM Mon–Fri
Women 18–34 & 18–49

THE ODD COUPLE
Starring Emmy Award Winners Jack Klugman & Tony Randall
114 Half-Hours in Color
FROM PARAMOUNT TELEVISION
Visit us during the NATPE Convention, Imperial Suite #4, Fontainebleau Hotel

Source: Oct. 1976 ARB and Nielsen Reports
Nov. 1976 ARB and Nielsen Reports
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 playback.

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.

Broadcasting Electronics, Inc.
A Filmyways Company
Title for title here's how we stack up.

A line-up of memorable motion pictures with major stars are now appearing in Paramount's best-selling Portfolio VII, featuring such great films as: Serpico, True Grit, The Odd Couple, Rosemary's Baby, Play it Again Sam, Bang the Drum Slowly, Hatari, Paper Moon, The Gambler, Catch-22, and dozens more.


So when you're looking for features with a great following, follow the leader. Portfolio VII. Only from Paramount.

PORTFOLIO VII
30 OUTSTANDING FEATURES FROM PARAMOUNT TELEVISION

Visit us during the NATPE. Convention, Imperial Suite #4, Fontainebleau Hotel
Playback

EDITOR: The constant attacks on TV prices sound like echoes from the 1940's when radio was the villain and major advertisers, by thinly veiled threats of media switching, kept network radio and station rates "in line." Their efforts were effective—we all now realize that radio was grossly under-priced during its heyday.

But is TV an advertising medium or, as Bill Paley put it, a "sales medium"? Slight plus sound plus motion plus color—TV has proved its ability to motivate consumers to an extraordinary degree. It survived the drastic loss of cigarette billing and went forward. It survived introduction of the 30-second commercial, an almost two-for-one price reduction, and went forward. Advertisers seized on both of those occasions to grind network and spot rates down as low as possible.

There is no doubt that 1976 saw unexpected escalating TV time costs, causing budget disarray and advertiser concern. Increased demand from countless retail merchants, local food chains, auto dealers, etc., in markets across the country for TV—advertisers who have to see the cash register ring in direct response to their sizable TV outlays—further dramatized the power of the "sales medium" and resulted in decreased station inventory. United Advertising, which ranks second and doesn't add another few pages to the broadcast day.

Added to the escalation of local and spot TV demand in 1976 was the influx of a host of new advertisers and new categories of advertisers to network TV. Again the squeeze and network inventory shrank.

As Harry Way, media director of Colgate Palmolive, was quoted in The Wall Street Journal recently, "Television is a prime mover of goods. It's the best way of getting a message to millions of consumers," and, he might have added, the best way to get space on supermarket or drugstore shelves.

Rather than advertisers leaving TV, it is far more likely that many, many new ones will be using the "sales medium." —James O. Parsons Jr., chairman, HRarrington, Righter & Parsons, New York.

EDITOR: The headline and thrust of the Ted Bates article on "unconscionable" TV rate increases (BROADCASTING, Jan. 31) certainly seems inconsistent with Bates's media-expenditure and audience-trend charts.

Since 1968 when all indexes were 100, the unit cost for a TV spot in 1976 went up to 156. However, the unit cost for newspapers increased to 170 and outdoor to 182. During this same period the cost-per-thousand for TV spot rose to 151, but newspapers increased to 173 and outdoor to 159.

Seems to me that television is taking another misdirected rap.

And why is it that the television industry is not expected to raise rates during inflationary periods when many products that use the medium not only increase their prices but also decrease the size of the product? Jerry Bleck, vice president and national sales manager, WSB-TV South Bend, Ind.

Contrary views

EDITOR: Speaking as one of the thousands of actors, directors and writers whose guilds have urged President Carter to remove Jerry Cowan as chairman of the FCC, I thought your editorial [BROADCASTING, Jan. 24] was gratuitously snide and irresponsible, as well as inaccurate, in your references to his father; and that you have seriously misrepresented his real positions by stating that "he has dedicated his career to date to the harassment of the commercial broadcasting system..."

Your readers should know that Mr. Cowan was the legal architect of the family-viewing case in which a great victory was won for broadcaster freedom from unwarranted FCC censorship and in which the principle of individual licensee responsibility was so forcefully stated. BROADCASTING itself (Nov. 22, 1976) "cheered lustily" at the verdict which it said "has given broadcasting what may prove to be the most sweeping First Amendment mandate in its history."

The reason that the boards of the three talent guilds united, for the first time ever, to endorse a candidate for an FCC position is that, after two years of the closest association, we have all grown to prize Geoffrey's integrity and fairness and his nondictatorship approach to improving television for all Americans. We believe that, whether President Carter appoints him or not, he will continue to support the positions of commercial broadcasters when he believes they are right and oppose them when he believes the public interest requires it.

You close your editorial by asking, rhetorically, "Are those the specifications for membership on the FCC?" You neglected to mention that Mr. Cowan has been an innovative UCLA law professor, respected as both an academician and a teacher; a highly successful attorney who, in addition to his work on behalf of television's principal creative individuals and guilds, has represented clients ranging from minorities and women's groups to environmentalists to corporations and labor unions to major politicians and government officials; is a first-rate journalist whose articles have been widely published and much quoted, and, above all, is a man of exceptional intelligence, honesty and decency. Those are specifications for membership on the FCC. —David W. Rintels, president, Writers Guild of America, West, Los Angeles.

EDITOR: I wish to respond to your editorial in the Jan. 24 issue of BROADCASTING in which you quite harshly criticize a petition to help obtain a VHF station for public television in Los Angeles.

First, the petition is not filed by three "vague" organizations. Advocates for the Arts has been in existence in Los Angeles for three years and has worked with a great many cultural organizations and with hundreds of individuals in the arts in Los
Pick “Star Trek Animated” when you’re reaching for the stars. It’s the off-network Emmy award winning series created and produced by Gene Roddenberry, the man behind the original “Star Trek”. It’s the most successful series in syndication history.

Starring in the colorful animated version are the now familiar voices and famous likenesses of the men who made “Trekkies” a household name: William Shatner as the brilliant Captain Kirk, Leonard Nimoy as the stoic Mr. Spock and DeForest Kelley as the much-loved Dr. McCoy. All featured in spine-tingling adventures that are out of this world.

Both sold like magic to:
Washington, D.C.: Colorado Springs: Dallas: Norfolk/Portsmouth: Kansas City:
San Francisco: Sacramento: Detroit: Spokane: Denver: Seattle: Louisville:

America is also sold on “The Brady Kids.” It’s the off-network animated series that follows the adventures of the six brothers and sisters of the wildly successful syndicated series “The Brady Bunch.”

Now in colorful animation, and hilarious comic situations, The Brady Kids are on their own. Solving mysteries in their tree-top clubhouse and rocking in their own rock group, while your viewers roll with laughter. From clubhouse to schoolhouse, it’s good clean fun that brings The Brady Kids all the way home.

From Paramount Television
Visit us during the N.A.T.P.E. Convention, Imperial Suite #4, Fontainebleau Hotel
Annenberg TV, vocate the cultural communications citizens Los Angeles. Public Communication Herbert Anglees active and neBROADCAST Handicap a School life policy in Los Angeles as in Sawyer, For more information about this need options you'll information out of the office, but they have filed their petition to the FCC. They have done so, on the basis that KCET (or another public entity) should not have a VHF channel in Los Angeles, but rather because they prefer another method of obtaining one. Indeed, the petition was thoroughly discussed with officials at KCET for a considerable time prior to filing. While they could not support it, they certainly did not discourage us from going ahead and, indeed, praised the objectives of the petition in their FCC filing.

All of this is preamble to the main point: our petition to seek a stronger signal for public television in a seven-VHF channel market is far from irresponsible. It is deep within the core of the channel allocation principles of the FCC. The alternative remedies we suggest—reallocation of a channel, a right of first refusal, or a comparative advantage in a challenge proceeding—offer the commission a range of choices of ways to adjust the market to its previously declared policies.—Monroe E. Price, professor of law, University of California, Los Angeles.

Twice the price

EDITOR: All of us at Park Broadcasting are avid readers of your fine publication, and I especially enjoy your wrap-up of the previous year’s sales of radio and TV properties, such as appeared in the Jan. 31 issue. I would like to call your attention to the fact that we acquired WHEN(AM) Syracuse, N.Y., from Meredith Corp. for $2 million, rather than the $1 million that appeared in your article.—Roger R. Turner, vice president-radio, Park Broadcasting, Ithaca, N.Y.

Looking for logos

EDITOR: I am a student in the seventh grade at Mill Creek junior high school here in Salem. My father, Shayne Roy Toering, is an ENG cameraman and video-tape editor at our local television station, KVDO-TV.

The reason I’m writing is that my yearly project is a graphic design presentation of logos and station insignias from television and radio and associated industries. I would like to request from all your subscribers something with their design on it—a letterhead, for example, or a picture of their news set.—Kim Toering, 8605 State Street, Salem, Ore. 97310.

Big mag on campus

EDITOR: Once again, a new semester and more orders for Broadcasting. Enclosed please find a check for 112 13-week subscriptions to the magazine. Broadcasting is an extremely valuable aid in our teaching of the subject here at Arizona State.—ElDean Bennett, associate professor, Arizona State University, Tempe

(Broadcasting’s student rates, to groups of five or more, are: $5 for 13 weeks, $10 for 26 weeks, $20 for the full year.)
BUY NOW. PLAY LATER.

HAPPY DAYS®
AVAILABLE
FROM PARAMOUNT TELEVISION

Visit us during the N.A.T.P.E. Convention, Imperial Suite #4, Fontainebleau Hotel

*Or another appropriate title
Three hundred productions on one hundred fifty stations and still counting!

That's BBI Productions. We're relatively new in the syndicated production field. So new, you may not know our name. But you've probably heard of our productions.

**GOOD DAY** A sparkling, daily half hour of entertainment and information starring Janet Langhart and John Willis now airing in 73 markets. (Available through Syndicast Services, Inc.)

**UPDATE ON HEALTH** A unique three-part package of health information programming, designed for the lay person with Dr. Timothy Johnson, whose nationally syndicated column appears in more than 200 newspapers. Update On Health has been cleared in 39 markets. (Available through JWT syndication)

**HOUSE CALL** Twenty-six half-hour programs with Dr. Johnson and guest medical experts discuss health care topics and answer viewer questions.

**NEWS INSERTS** One hundred and forty-four medical news inserts designed for thrice weekly airing.

**SPECIALS** Six-hour-long documentary and documentary-drama specials keying on the major health areas of heart attacks, cancer, child rearing, nutrition, sex education and lifestyles.

**JABBERWOCKY** Twenty-six half hours of educational children's programming originally syndicated in 62 markets. Twenty-six new half hours are now available.

AND INTRODUCING...

**THE BAXTERS** An unusual series of twenty-six half hours featuring dramatic sketches of the Baxter family. The mini-dramas raise many sociological and ethical questions about today's lifestyle. Then, a live studio audience is invited to express their opinions in an unrehearsed discussion.

**DRAWING FROM NATURE** Hosted by noted artist Bob Cottle, these twenty-six half hour educational children's programs develop an awareness of nature through art. The young viewers participate in each lesson by drawing along at home.

Three-hundred thirty productions to date, cleared on more than one-hundred and fifty stations coast to coast. Unusual productions with unusual content, produced with the highest operating standards ... and they're all pre-tested in the nation's sixth largest market. Get to know us!

Suite 12B1 Tower at the 1977 NATPE Conference or contact Jack Duffield BBI Productions (212) 687-8777
Top of the Week

Networks think it's for real as advertisers scramble for antiviolence bandwagon

It's apparent things are going to change, and fast; sex may be next

A rising chorus of advertisers publicly disassociating themselves from "violent" television programming in the last few weeks finds many broadcasters apparently convinced it will lead to much less TV violence.

Or, as one network executive said last week, "it will at least hasten the day." He meant that efforts to curtail violence had started before the recent wave of advertiser criticism, but that the advertisers' voice should add momentum to the movement.

Sources at all three networks said there was "some activity" among advertisers in moving out of some programs into others, although they would offer no details. Some agency executives said they were having to spend a good deal of time on the problem, but they, too, declined to give specifics.

Eastman Kodak, General Motors' Chevrolet division and Sears, Roebuck & Co. have all announced antiviolen advertising policies within the past 10 days. And after the American Medical Association announced it had asked 10 big advertisers—including those three—to review their advertising policies with an eye toward avoiding violent shows (Broadcasting, Feb. 7), Broadcasting canvassed the 10 and was told by most that they were adopting or considering adopting such a policy—if they didn't already have one, which several said they did.

Network officials queried last week did not challenge the sincerity of advertisers in taking this position. And they thought it was more than a case of "not being against motherhood," although some of that might be involved, too.

" Traditionally," one executive said, "advertisers use media—all media—to sell their products, not to get involved in controversy. When a pressure group comes to them, especially a prestigious one like the AMA, they must see if it's a problem and ask themselves, 'Who needs it?'

Another official said of the advertiser calls for identification with nonviolent programs: "I think they're for real. They don't know how they're going to do it, but they're going to. I think it's going to change the nature of programming—it will take a while, but it's going to happen. And the PTA [National Parent-Teacher Association] hasn't even started yet."

Another network executive didn't regard the advertiser movement as particularly widespread but felt—as did the others questioned—that further reductions in violence would occur whether advertisers apply pressure or not. "Just because there is so much concern and controversy," one said, "you've already seen a reduction of violence, and I think you'll see a lot less of it next fall and even less in the seasons after that."

What puzzled many broadcasters was why the advertisers and organizations like the AMA and PTA were concentrating on violence, which has been reduced, and saying little or nothing about the issue of sex, which many think needs much more work than violence. One suggested, however, that "they'll switch to other things later."

Many of the advertisers solicited by the AMA had their own puzzlement: why they had stepped out in the first place.

The list AMA used consisted of the 10 advertisers identified by the National Citizens Committee for Broadcasting, on the basis of a NCCB study partially funded by the AMA, as having been associated with more "violent" programming that other advertisers in the first 11 weeks of the 1976-77 season (Broadcasting, Dec. 20, 1976). None of them seemed pleased with the designation, but only one refused to say what course it might take. That was American Home Products, whose spokesman said "We're keeping to ourselves what we're going to do."

Among the others, reactions included:

At Frito-Lay, National Advertising Manager Bill Jones said "the matter is under study but has not been resolved as yet." He also had a question: "How come we were on the NCCB's 'good' list for the third quarter and on its 'bad' list for the fourth one?"

"Let's face it," said Frank Price, president of Universal Television. "Most of this comes down to one thing: What's good taste? And that is very hard to define."

Producers will pitch in—up to a point

They're willing to cooperate to reduce TV violence, although they worry about their freedom

The National Association of Broadcasters, at odds with Hollywood producers over enforced family viewing, embarks on its rewrite of program standards in the TV code with the producers' sympathy, if not their blessings.

Talks last week with some major program producers visited two weeks ago by a contingent of the NAB TV code review board (Broadcasting, Feb. 7) indicate the producers are feeling the heat from anti-TV violence groups such as the American Medical Association and the National Parent-Teacher Association and are glad NAB came to talk to them about the problem. They are not alarmed that NAB wants to beef up its TV code program standards in order to cut down on violent, but as regards NAB's invitation to them to participate in that project—they're not jumping in with both feet. They are not even sure that what NAB wants done can be done.

"Let's face it," said Frank Price, president of Universal Television. "Most of this comes down to one thing: What's good taste? And that is very hard to define."

[Images of Price, Kuhn, Gerber, Tinker]
A matter of degree. About 500 onlookers and some 60 witnesses showed up in Portland, Ore., last Tuesday for the sixth of the National Parent-Teacher Association's regional hearings on TV violence. The arguments there, more back and forth than pro and con—nobody is siding with TV violence—continued over how just how bad is TV violence and who is to blame for it.

Portland's chief of police, Bruce Baker, among others, insisted on the connection between TV and real violence. He said there is an unreality to TV violence—"rarely if ever, is the true pain and trauma depicted." He coupled that opinion with the viciousness of street crime. "Television," he said, "has contributed to the end result [real violence]."

Herman Frankel, a pediatrician at the Kaiser-Permanente Medical Care Program of Oregon, testified: "We are concerned about the fact that so much of the televised material which our hospitalized youngsters watch consists of meaningless, synthetic violence, and we are distressed by the increasing evidence that this contributes to aggressive behavior, to generalized feelings of insecurity, mistrust of others and fear of the real world, and to passive acceptance of violence without humane, honest responsiveness to violence itself nor to its consequences."

Broadcasters who appeared at the hearing contended that too much of the blame for violence is focused at TV. Ray Johnson of K~MED-TV Medford, Ore., said, "I do not for one moment accept the point of view that it is the obligation of broadcasting to be responsible for the ailments or the cure of the ills of our society as many minority pressure groups would have us believe." He added, "The problem is not with television program content; the problem is with the program desires of the majority audience." J. Allen Jensen of KIO-TV Idaho Falls, Idaho, said that "what worries me is that we were to take all violence off television, we wouldn't be any closer to a solution to the problem of violence in America.

PTA's next hearing is tomorrow, Feb. 15, in Hartford, Conn.

**ADVERTISERS, FROM PAGE 29**

The corporation has had a "long-standing" policy opposed to "excessive violence" on programs it sponsors. He noted P&G often has dropped out of segments of series because particular episodes were considered offensive. P&G, he said, is in the process of formulating a reply to the AMA.

A spokesman for Burger King Corp., said the company long has had a policy of eschewing advertising on programs containing "gratuitous violence." She said, however, that if violence is an integral part of a program and is not exploitative, the show could be considered for an advertising buy. She noted that Burger King is now investing in the Six Million Dollar Man, classified by NCCB as objectionable. Burger King, she continued, places about 60% of its TV budget during the family hours. And she said a reply is being made to the AMA.

Perhaps the most wounded of the advertisers appearing on the NCCB's "bad" list is General Foods. A GF official said that General Goods for a number of years has been in the vanguard of advertisers urging that the incidence of violence on TV be reduced. He recounted that General Foods issued guidelines on Oct. 20, 1970, that opposed programming on TV that showed excessive violence or derogation of race, religion, nationality or sex.

"We're mystified by the listing," he said. "What is the AMA's definition of violence? It must be different from ours."

R. R. Hymowitz, president and general manager of the Chevrolet Division of General Motors, said his company has developed a new set of internal guidelines for use in selecting programs on which to advertise (Broadcasting, Feb. 7).

An official of American Motors Corp., said his company has no plans to issue a formal set of guidelines with regard to TV violence. He added that the company has sent a letter to ABC-TV, CBS-TV and NBC-TV asking them to monitor programs containing violence and keep AMC abreast of developments.

A spokesman for Eastman Kodak said it has been company policy for many years to pre-screen programs and avoid participation in excessively violent shows. But because of the heightened interest in the subject, Eastman Kodak has framed a formal policy banning its advertising on programs with "excessive or gratuitous violence" (Broadcasting, Feb. 7).

Another company on the "bad" list, Sears, Roebuck & Co., Chicago, has reaffirmed and strengthened its corporate policy on the subject. It has notified TV networks and advertising agencies that it will not permit any Sears buys in programs that contain excessive violence and anti-social behavior (Broadcasting, Feb. 7).

And another advertiser, but not on AMAB's top-10 list, Union Oil, announced a policy last week that says it will not advertise on TV programs that "tasteless or unduly emphasize violence or sex."

**PRODUCERS, FROM PAGE 29**

Asked if he would help write or critique whatever NAB comes up with, he said he isn't sure. "My only contribution at this point would be to say, 'You've got a tough job. I wouldn't want to do it.'"

Thomas Kuhn, vice president in charge of TV production at Warner Bros. Television, said, "I think it's a noble effort and it's worth a try." Having said that, however, he acknowledged pessimism about NAB's chances of success. Said Mr. Price, he believes "there can't be a set of rules because you can't set down taste." In Mr. Kuhn's opinion, NAB has already taken a major step toward a solution of the violence problem just by traveling to Hollywood and talking to the producers about it on their own turf. He said that if the association had done that two-and-a-half years ago when it was formulating its family viewing policy NAB and the producers might not have wound up in a courtroom. For that matter, it might have thought better of implementing the controversial policy in the first place, he said. "They [NAB] are supposedly the guardians of the industry, and up to now they've been no communication with them," he said.

Producers, Mr. Kuhn said, are at the root of the controversy. The industry—that is, the networks and the NAB—make standards, but they can't write the shows they declared, pointing out that they can only approve yes or no to what the producers produce. That is why there has to be better communication, Mr. Kuhn said. "I don't like the word watchdog, but if they can perform some kind of role of reminding the producer of the problems—if someone were to call and say, 'I saw your last three episodes, and what are you up to now?... Not hard-hitting, but if they said, 'did that car chase have to be so long?' If it's that kind of communication then I think you're going to get some results out of it."

David Gerber, an independent producer and executive vice president for Columbia Pictures Television, thinks NAB should take on an exalted role. "I have no problem with NAB's goals," he said. "But somebody has to stand up and take stands here, because it's going too far." By "it," he means the attacks on TV violence from pressure groups such as the AMA and PTA, and from advertisers. "I feel like I'm in the middle of the witches of Salem," Mr. Gerber continued. "Protestors object when TV is blamed for all of society's ills. These men," meaning the officials at NAB whom he characterized as being respected businessmen and community leaders, "are the best to stand up and not be cowed by the credentials of the AMA and PTA.

"Where do you stop in terms of this onslaught?" Mr. Gerber continued. What, for example, is the future of the increasingly popular movie-for-television? He worries that if producers were to take literally the calls he says he hears for erasing all violence, there would not be another TV adaptation of a popular novel—even a book such as Roots, which, he noted, showed female nudity and graphic violence.

The producers Broadcasting contacted agreed that in some instances violence on TV has been carried too far. Grant Tinker of MTM Enterprises said, "I think there have been some abuses and gratuitous acts—that's a double crime, I think. But I would hesitate to say that too loud. It's awful easy for me to point that finger, because we haven't gotten into it."

But one producer feels that not all TV violence is too violent. Said Mr. Price, "I don't know what "violence" on a TV that would not have got a G rating."

The producers are willing to cooperate with NAB, however, at least in talking things out. "I don't want to imply that I'm out looking for more rules," Mr. Tinker said, "because I'm not... What I came away with [from the meetings with the NAB] was that continuing dialogue between us and them would be very good."
CPB, PBS strike truce in Atlanta

Public broadcasting disputants decide it may be better to switch than fight, seek to avoid letting Congress settle their differences

The Public Broadcasting Service and the Corporation for Public Broadcasting exchanged olive branches in Atlanta last week during PBS's annual membership and programming conference.

Although fundamental differences regarding organizational roles remain, the PBS membership unanimously accepted recommendations that the groups continue working together under the 1973 CPB-PBS partnership agreement. There was a marked difference in tone from a November meeting of the PBS boards which demanded CPB leave the programming area (Broadcasting, Nov. 22, 1976).

Underlying the spirit of cooperation, in part, was the fear that Congress might get legislatively involved.

House Communications Subcommittee Chairman Lionel Van Deerlin (D-Calif.), who addressed the group in a closed circuit feed from PBS headquarters in Washington, said the groups will soon have an opportunity to bring differences out in full public view. If they don't come forward, he said, "you will have no complaint when Congress moves to settle your problems for you—as ultimately we must."

Former Senator John O. Pastore (D-R.I.), who headed the Senate Communications Subcommittee, warned that it would be a mistake to leave the resolution to Congress. (Mr. Pastore was at the meeting to pick up CPB's highest award, The Ralph Lowell Medal, for "his dedicated leadership over the years in developing legislation of and championing the cause of public television." )

Mr. Van Deerlin called for an end to the "infighting" and attention to the "real issues." Among the questions he asked was whether "real program choice to the viewer" can be met "by the limited technology now being utilized." He said CPB has not taken a serious enough look into "alternatives to broadcast technology."

And before anyone should attempt a new Carnegie Commission Report, he said, public broadcasters should "reread the first one—then rededicate ourselves to achieving its goals."

President Carter sent a message of praise for public television. While governor, he said, he "reached Georgia citizens regularly through the educational broadcasting system... We have learned to rely on you and I want you to know you can rely on us. We are committed to a vigorous, independent public broadcasting system."

In their addresses, PBS President Larry Grossman, Vice Chairman Hartford Gunn Jr. and Chairman Ralph Rogers cited the accomplishments made during the past year, among them: increased audience, FCC approval for closed captioning for the hearing-impaired, satellite interconnection plans and passage of a long range funding bill.

"If I have learned nothing else in my first year at PBS," Mr. Grossman said, "it is that one of our greatest strengths is our diversity..." He said "there isn't a single major issue" that can't be resolved among licensees "by striking a practical balance."

Mr. Grossman went on to say that while "we have an obligation to reach the widest possible audience both with our specialized program and mainstream programs...we must take care that in seeking audiences we do not corrupt our values and go down the road to Bionic Woman and Starsky and Hutch."

Morning line has odds on Ferris for chairman's slot at the FCC

Tip O'Neill's general counsel has strong Hill support, has met with Carter, who told him there will be no decision before May

In Washington as elsewhere, being the front-runner is a mixed blessing. It's reassuring for a candidate to think he's in the lead. On the other hand, he comes to know the meaning of Satchel Paige's dic- tum—"Don't look back; someone may be gaining on you."

Charles D. Ferris, 43, who would like the FCC chairmanship and is widely considered to be in line to get it, has reason to be host to those conflicting feelings. For 13 years ending with the last Congress, he was general counsel to the Senate Democratic majority. Now, Mr. Ferris, a native of Boston, is general counsel to House Speaker Thomas P. O'Neill (D-Mass.). So it is not surprising he has strong congressional backing. White House officials say only that Mr. Ferris is under consideration for the FCC "and other jobs."

But there is more than congressional backing, which includes Senate leader Robert Byrd (D-W.Va.) and Speaker O'Neill, to fuel Mr. Ferris's hopes. There seems to be considerable interest in Mr. Ferris on the part of the White House. He has met twice with President Carter. The first time was before the inauguration, in December, in Atlanta, and the discussion was "general." The second time was three weeks ago in the White House, and the talk focused on "the FCC and other things." And that second meeting followed one with Hamilton Jordan, who, among other White House duties, is a principal adviser on personnel matters. As to how the meetings were arranged, Mr. Ferris noted, "You don't call them; they call you."

Mr. Ferris, in the tradition of all such candidates, is not counting on anything. What's more, he believes the final decision on the FCC chairmanship will not be made "before May." Why? He said the President told him so. He would not confirm for reporters that his was the name the President would announce in May, although he is said to have been more forthcoming on that point in conversations with key congressional figures. It is widely believed on the Hill that he is "parked" in the speaker's office until that time. And Senate sources say the prospects of confirmation of a Ferris appointment would be goo.

If the FCC chairmanship does fall to Mr. Ferris, he will have gotten his second choice. He had set his sights on the deputy attorney general's job, and that presumably was among the topics of his talk with Mr. Carter in Atlanta. However, the new attorney general, Griffin Bell, wants someone with a strong criminal-law background for the number two position. And Mr. Ferris lacks that background. Before taking the Senate job, in 1963, he had been a trial attorney in Justice's civil division.

But Mr. Ferris said that, "if the President wants me," he would be happy to take the FCC job. And he thinks much of his experience on Capitol Hill is applicable to the FCC. "The type of problem-solving done in a legislative body would be of great assistance in a regulatory body, which is quasi-legislative," he said.

And although his lack of background in communications matters might be regarded as a handicap, he doesn't see it that way. "I don't bring any kind of preconceived notions. If selected, that could be a major reason. I could bring an objectivity to the problems presented to the commission."

But if the call from the White House doesn't come? If Satchel Paige's specter does overtake him? Well, Mr. Ferris likes his present job working for the speaker. "It's exciting and offers a new forum, a different environment."
NATPE: where they talk about fourth networks but they still buy the games

The tried-and-true look better than ever to station programmers this year, with few experiments on horizon; prices on escalator

The 14th annual conference of the National Association of Television Program Executives will resemble previous years' meetings when the corridor talk turns to complaints about game shows still dominating access time periods and to grumbling about the high prices of off-network reruns and of theatrical-movie packages. But when the conversations swing toward fourth-network concepts like Operation Prime Time and MetroNet and to Group W's embracing of locally produced light-informational magazine strips on all five of its owned stations in access time periods, the NATPE executives will be coming up against new, experimental ideas with far-reaching consequences for the future.

But ideas tend to be rarefied things, and, as Michael Kievan, the programing vice president for the Cox Broadcasting group puts it, "the primary thrust of NATPE is as a marketplace for product—station guys sampling the wares of the syndicators and buying what they need for their schedules, particularly their access schedules."

And since "very few concepts outside the tried-and-true have ever worked in access," according to Mr. Kievan, the first two new access shows to be locked in by network-owned groups for next September were game shows: Goodson-Todman's Family Feud for NBC (with Viacom Enterprises as syndicator) and another Goodson-Todman show, Tattletales, for CBS (which Len Firestone will distribute).

The network-owned groups "are basically playing it safe—they're not taking any risks in access," said Robert Peyton, the vice president and director of audience development for Katz Television. The ABC stations have renewed a batch of access-game shows for September: The Match Game (produced by Goodson-Todman, syndicated by Jim Victory), The Gong Show (producer, Chuck Barris; syndicator, Len Firestone) and two half-hours of Hollywood Squares (producer, Heather-Quigley; syndicator, Rhodes Productions).

NBC will bring back its two successful game-show veterans, The Price Is Right (producer, Goodson-Todman; syndicator, Viacom Enterprises) and Name That Tune (producer, Ralph Edwards; syndicator, Sandy Frank). CBS has one access-game show renewal, The $25,000 Pyramid (producer, Bob Stewart; syndicator, Viacom), which will return at least in New York and Los Angeles.

Musical variety formats in access are being demoted this year by the cancellations by CBS of The Bobby Vinton Show from Sandy Frank and by NBC of Grey Advertiser's The Andy Williams Show. CBS, however, has renewed The Muppet Show (from ITC Entertainment) and NBC will take on, as a new access series, the satirical musical send-up of the 1950's Sha Na Na, from Grey Advertiser's Lexington Syndication Services division, which was originally piloted by the ABC-owned stations.

Animal shows peaked two years ago, and, as an example of their weakness in the current marketplace, only Mutual of Omaha's Wild Kingdom (from Bozell & Jacobs), which NBC has renewed, will turn up on the access schedules of all three network groups next fall.

Mass-audience-oriented documentary half-hours in access will be represented by Alan Landsburg Productions' In Search of... (bartered by Bristol-Myers), which NBC has renewed, and by ITC Entertainment's Catastrophe, which Glenn Ford will narrate and which ITC will put into production despite its failure to get a pick-up from ABC (which helped finance the pilot).

John Serrao, the director of operations and programing for Petry Television, said heavy-volume sales are likely to be harvested by a 20th Century-Fox wallow in old-movie nostalgia called That's Hollywood, which turned out to be the last chess piece fitted into its stations' access schedule by the ABC group. Philip Boyer, the programing vice president of the ABC-owned stations, said he's picked up the option on Columbia Pictures Television's Special Edition, a magazine-type half-hour presided over by the actress Barbara Feldon, and may run it as a weekly series outside of access or put it in the wings as a possible January replacement.

The ABC and NBC groups have filled all their access holes. CBS has one access slot still to fill and among the candidates being mentioned are a Yongestreet Productions sitcom starring Don Knotts, called Front Page Feeny, and a new British version of Robin Hood, an action-adventure series distributed by Sanctuary.

Petty's John Serrao pegs a number of other series geared for access that could very well be given production go-ahead despite their not having network-owned-station deals: Rhodes Productions' The David Steinberg Show, Rhodes' satirical Second City Review, Show Biz Inc.'s Marty Robbins Show (a country-music series) and Metromedia Productions' new access version of the strip game show Truth or Consequences. In addition, Mr. Serrao points to good advance word on two new strip game shows, Colbert TV Sales' The Joker's Wild and Show Biz Inc.'s Word Grabbers. And he says that MCA TV is serious about a new 90-minute strip game variety show called American Flyer, which is being pitched to independent stations as logical prime-time counterprogramming to the networks. Yongestreet Productions, too, he continues, is soliciting stations for a first-run weekly variety barter series, The...
Hollywood Palace, which would in effect be an updating of the old ABC network hour, with the same producer, Nick Vanoff.

The supply of off-network reruns looks as sparse as ever, a fact that’s aggravated by the “dramatic inflation in their prices,” as Richard Woollen, the programming vice president for the Metromedia stations, puts it. Station executives all point to the $35,000-plus episode paid by WPIX(TV) New York and KTLA(TV) Los Angeles for Happy Days last December (for delivery by Paramont in the fall of 1979) as the crown that pried the lid off Pandora’s Box. Thomas Breen, the program director of KTV(TV) Oakland-San Francisco, said he bought reruns of The Bionic Woman (for delivery in September 1980) from MCA for double the price MCA charged last year for its carbon copy, The Six Million Dollar Man.

And the escalation is just as dramatic for theatrical-movie packages. According to various sources, New York station deals shortly after the Happy Days price breakthrough for a 20th Century-Fox film package and a Warner Bros. film package set new records when they averaged out to between $50,000 and $60,000 per title. But just a month or so later, when.wkxtv New York and KTV(TV) Los Angeles ponied up a reported $75,000 per title for the 30 titles in the latest United Artists package (with “Hawaii” and “Midnight Cowboy” among the pictures).

The unprecedented ratings of Roots on ABC late last month are having their ripple effect on NATPE. The Operation Prime Time stations are now thinking about playing the six hours of “Testimony of Two Men” for six straight nights in hour-long episdes (or three straight nights, two hours each).

And MCA TV is gearing up for hot sales at NATPE of its 30-hour package of reruns of four NBC Best Sellers (The Captains and the Kings, Once an Eagle, Seventh Avenue and the still-to-be-teletcast Rhinemann Exchange).

The eclipse of the access time periods on four Group W stations (wbbz-TV Boston, wtvw -TV Philadelphia, wdkk-TV Pittsburgh and wzzz TV Baltimore, which will all have joined KPIX(TV) San Francisco by next September in programing their own magazine shows at 7:30 p.m.) was offset a bit last week by a CBS spokesman’s disclosure that KNXT(TV), the CBS-owned station in Los Angeles, will end its experiment of stripping The Dinah Shore Show in access and go back by next September to the old format of different shows each night.

But many station men echoed Cox’s Mr. McKevam when he said, “I’ll be watching the ratings of the Group W magazine shows very carefully.” If these shows hold their own in the Nielsen and Group W is able to soften some of the costs by doing segments with limited-appeal appeal to be exchanged among the five markets, other groups might start thinking about emulating Donald McGannon.

“The cost of syndicated product is getting so out of hand,” Mr. McKevam concludes, “that it might be cheaper for our stations to produce their own access shows.”

Vastly broadened cable service in Columbus, Ohio, planned by Warner

New division under Hilford set to handle project that will offer two-way programing set-up plus many other communication services

Warner Cable Corp. is announcing today (Feb. 14) that it is developing a major new multi-channel two-way programing and communication service, to be installed and offered first, late this year, to some 100,000 subscribers on its system in Columbus, Ohio.

Gustave M. Hauser, chairman and chief executive officer, also announced the formation of a new division of Warner Cable to conduct the new operations and said Lawrence B. Hilford, executive vice president of Viacom International, will be the division’s president. The announcement was officially disclosed that M. H. Dann, former CBS-TV program head, now more recently with Children’s Television Workshop, is heading Warner Cable’s development group for the project, along with W. Spencer Harrison, executive vice-president.

The new service, officials said, will permit two-way communication between subscribers and computer-equipped studio facilities on up to 30 channels of programing and services, with billing on a per-program basis through data registered and stored in the computer. Tests were said to have been under way in Columbus for some time.

The announcement said the service will offer “a wide variety of programs and services, including special interest and local programing, utilizing the two-way communication capability. By pressing buttons on the console [terminal device attached to the home TV set], subscribers can receive 30 channels of video and other information, select programs, play interactive games, take tests, instantly register their opinion and actually participate at home in television programs and events [designed for such participation]. Pay TV programs may be selected on an individual basis and will automatically be billed by the computer. Programs may be delivered to selected audiences on a closed-circuit basis (only authorized TV sets will view the program) and home fire protection and security systems will be possible.”

Mr. Hauser said, “We are entering the era of participatory as opposed to passive television. We are creating a new communications service to be delivered via cable television.”

Mr. Hauser acknowledged that two-way cable communication is not exactly new but said Warner’s is “the first serious two-way service” undertaken on a major scale. He said pricing of the service had not been worked out.

Wednesday, Feb. 16


Break, 12:30 p.m. Business meeting and election of officers. 12:45 p.m. West Ballroom.
500-subscriber limit may be FCC criterion for cable deregulation

The FCC last week was moving toward a "redefinition" of a cable system that, in effect, would constitute a large-scale deregulation of smaller systems. The commissioners took no votes. But they were said to have given "tentative" instructions to the Cable Television Bureau to redraft a proposed report and order along lines suggested by Commissioner James Quello. It would ease the regulatory burden on systems of up to 500 subscribers without freeing them completely from commission jurisdiction.

The proposal would retain the present exemption from all regulations of systems with 50 or fewer subscribers. Systems with between 50 and 500 subscribers would be exempt from all regulations with these exceptions: They would be required to carry local signals, meet technical standards assuring maintenance of service quality and satisfy minimal reporting requirements (name and signals they carry).

(The commissioners did not fully focus on such matters as pay cable and the importation of distant sports programming, but indications were that those rules would stand.)

The question of whether systems with up to 1,000 subscribers should be put out for comment in a further notice of rulemaking.

In a related action the FCC postponed for two months from March 1 a deadline that all existing systems were facing for filing for certificates of compliance.

The Cable Television Bureau felt restrictions could be eased on systems with up to 1,000 subscribers. That view was based at least in part on a study indicating the removal of signal-carriage restrictions on cable systems of up to 1,000 would have only a slight fragmentation effect ("Closed Circuit," Feb. 7). The study, however, is controversial. Some commissioners regard its methodology as suspect, and Broadcast Bureau officials say they have not had an opportunity to analyze it. Furthermore, the National Association of Broadcasters has filed a Freedom of Information request for a copy of the study, which it wants to review.

In Brief

□ President Carter goes on CBS Radio with call-in show of his own—Ask President Carter—on Saturday, March 5, between 2 and 4 p.m. Walter Cronkite will be moderator. Citizens may call toll-free number, to be announced later, to question President.

□ Senator Ernest F. Hollings (D-S.C.) named chairman of Senate Communications Subcommittee. Senator Robert Griffin (R-Mich.) will be ranking minority member of subcommittee, replacing Howard Baker (R-Tenn.), moving to Foreign Relations. New members added to parent Commerce Committee: Edward Zorinsky (D-Neb.), John Melcher (D-Mont.), Donald Reigle (D-Mich.), Barry Goldwater (R-Ariz.), Bob Packwood (R-Ore.), Harrison Schmitt (R-N.M.) and John Danforth (D-Mo.). Remaining assignments to subcommittee still to come.

□ Agreement to purchase WCAR-AM-FM Detroit for $5.5 million, from H.Y. Levinson, 78, principal owner, was signed Thursday by Golden West Broadcasters. Price includes $4 million cash, $1.5 million in assumption of debts. AM facility, under same ownership since going on air in 1939, is 50,000 kw-D, 10 kw-N on 1130 kHz; it operates as all-news, format Golden West is committed to maintain. FM is 10 kw on 92.3 mhz, with "golden hits" format. Bruce Houston, VP and general manager, will go with stations to Golden West, assuming FCC approval of purchase. Mr. Levinson will be consultant to Golden West's radio division, headed by Bert West.

□ National Cable Television Association executive board is meeting this week (Feb. 13-15) in Port St. Lucie, Fla. Top item on agenda is decision on budget. Two versions are offered: one "balanced" at $1.5 million, another "full service" with about $150,000 worth of extras such as films, publications or public opinion polls. Unopposed candidates for board officers: Daniel Aaron, Comcast, chairman; Robert Hughes, CPI, vice chairman; Edward Allen, Western Communications, secretary, and William Brennan, Teleprompter, treasurer.

□ Satra Corp., which had unfulfilled "protocol" with Russians for 1980 Olympics broadcast rights, has filed $275 million suit against NBC for alleged conspiracy, unfair competition, interference of contract and restraint of trade. Network attorneys must appear before New York Supreme Court Justice Charles G. Tierney Feb. 15 to show cause why records, memos and other documents relating to negotiations should not be surrendered to court for review.

□ Rahall Communications Corp., St. Petersburg, Fla.-based group owner, and Gulf Life Holding Co., Dallas, announced proposed merger. Deal calls for one-for-one transfer of Gulf Life preferred shares for Rahall common stock. Gulf Life is parent of Jacksonville, Fla., insurance company and currently has no broadcast holdings. Gulf Life spokesman in St. Petersburg said Rahall's four AM's, two FM's and one TV would be springboard for other broadcast acquisitions.

□ Washington Star Communications Inc. asked FCC to change call letters of WMAL-TV Washington to WULA(TV), initials of WSCI board chairman, Joe L. Albritton ("Closed Circuit," Jan. 10). WSCI spokesmen deny calls indicate Mr. Albritton intends to retain television station and sell ailing Washington Star.

□ Unfair labor practice charge has been filed with National Labor Relations Board against National Association of Broadcasters by Virginia E. Carnahan, special projects writer in NAB station services department. She alleges NAB threatened to fire her because of her involvement with effort to unionize non-supervisory staff ("Closed Circuit," Feb. 7). Meanwhile, about 15-17 NAB staff attended organizing meeting Thursday evening with chief organizer Mike Barry (legislative counsel on government relations staff) and his attorney, Jim Falco of Washington law firm of Cook, Henderson and Saxbe. Another meeting, this time with organizer from Communications Workers of America, is scheduled for Tuesday (Feb. 15).

□ Newest members of American Advertising Federation's Hall of Fame, inducted Feb. 9 (II-1): David Ogilvy, founder, director and creative head, Ogilvy & Mather International; William Bernbach, chairman, Doyle Dane Bernbach, and Victor Elting Jr., former advertising VP, Quaker Oats Co.

□ Out-of-court settlement reportedly reached by NBC and Women's Committee for Equal Employment Opportunity will be considered for approval by U.S. Southern District Court of New York on Wednesday (Feb. 16), following postponement of hearing last Friday. Neither NBC nor WCFO would comment on report that settlement calls for $2 million in back compensation and NBC pledge to improve hiring practices and job assignments for women.

□ CBS, for first time since September, has edged into second place in Nielsen race. Its 19.1 rating the week ended Feb. 6 gave it an 18.7 season-to-date rating, as opposed to ABC's 22.0 and NBC's 18.6. In same week ABC piled up 23.6, and NBC was left with 16.8.

□ James Rupp, executive VP/chief operating officer, Midwest Radio-TV Inc., licensee of WCCO-TV Minneapolis, temporarily assumes additional duties as station's general manager, replacing Sherman Headley, who has been offered position of VP-special projects for Midwest.

Broadcasting Feb 14 1977
QUICK! HOW MANY PEOPLE DID THE CBS RADIO NETWORK COVERAGE ATTRACT FOR THE 1976 WORLD SERIES?

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(The All-Star Baseball Game broadcast in July drew an estimated 24 million different adults all by itself.)

30 million? Try again.

According to the results of special research which have just come in, the four-game World Series right here last October attracted an overall audience of some 41 million different adults!

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CBS RADIO NETWORK

Source: All-Star Game—R. H. Bruskin Associates July '76 AIM Survey. Personal interview recall research among a nationwide sample of 1,548 men and women 18 years of age and over.

World Series—ORC November '76 General Public Caravan Survey. Personal interview recall research among a nationwide sample of 2,014 men and women 18 years of age and over.

Audience figures are estimates subject to qualifications available on request.
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★★★★ Including Butch Cassidy and the Sundance Kid ★★ Hello, Dolly! ★★ Cinderella Liberty ★ Doctor Dolittle ★★ Tora! Tora! Tora! ★★ The Paper Chase ★★

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This award-packed series will be available when off-network. Now in its fifth year with a remarkable track record: 7 Emmys & 39 Nominations. George F. Peabody Award. Multiple honors to series star Alan Alda. And no doubt a lot more to come.

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Our greatest moments on film.
With some of the most remarkable footage you've never seen.


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Now starting Year #2
with bigger lies than ever.

52 weeks of Monday-through-Friday half hour shows available now.

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COME, POP A CORK WITH US!

Help us celebrate our 25th year as a vital, viable force in independent TV programming. With vintage family entertainment such as "This Is The Life"...the industry's most enduring, and endearing, dramatic anthology. And animated block-buster specials such as "Easter Is!", and last year's rollicking summer hit, "Freedom Is!"

Twenty-five years may sound like forever. But the way we look at it, that's just long enough to rear a healthy, active child who in turn procreates a whole new generation of ideas. That's why we're bubbling with enthusiasm! We have some great plans for the future and we want to share them with you.

Come see us in Tower Suite 867, Hotel Fontainbleau, Miami, during the NATPE Convention. You may be one of every 25 guests who'll win a 53-franc bottle* of champagne all to yourself. Magnifique!

*Not inexpensive stuff!

Lutheran Television

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A service of the International Lutheran Laymen's League
We've got the ratings. We've got the awards. And we're the only Twin Cities television news shows with both. Check Peters, Griffin, Woodward or our sales staff. (612) 338-0552.

Scene at Six, Scene Tonight and Scene II
10 Reasons Why NBC O&O's Renewed the $100,000 NAME THAT TUNE For Year 4!

(Check 'em off! We've listed 4 Fill-in the other 6 for yourself! Then you'll renew or buy TUNE for your market!)

1. $100,000 TUNE is the No.1 Mon.-Fri. 7:30 access half-hour overall in rating and share in the Top 10 markets...and the No.1 half-hour on each and every one of its stations...and No. 1 in its time period on every one of its Top 10 markets! (ARB, Nov. 1976)

2. $100,000 TUNE is No. 1 in share on the station in 23 of the 39 Top 50 markets. (ARB/NSI, Nov. 1976)

3. $100,000 TUNE is a hit-show, "big and small"...TUNE is No. 1 in its time period in 34 markets, below the Top 50. (ARB, Nov. 1976)

4. $100,000 TUNE is second of all access half-hours in delivery of Women 18-49 in the Top 50 markets. TUNE outdraws Candid Camera...Hollywood Squares... $25,000 Pyramid...Price is Right...Match Game...among others in this key demographic! (ARB/NSI, Nov. 1976; M-F 7:30-8 PM-ET)

5. ______________________________
6. ______________________________
7. ______________________________
8. ______________________________
9. ______________________________
10. ______________________________

Renewed in these markets as of closing date for this insertion, Feb. 7.
Baltimore (WMAR) ... Boston (WCVB) ... Buffalo (WGR) ... Chicago (WMAQ) ... Cleveland (WEWS) ... Denver (KBTV) ... Detroit (WJBK) ... Kansas City (WDAF) ... Los Angeles (KNBC) ... Miami (WPLG) ... New Orleans (WVUE) ... New York (WNBC) ... Philadelphia (KYW) ... Pittsburgh (WTAE) ... Portland, Ore. (KGW) ... Providence (WPRI) ... Sacramento (KXTV) ... San Francisco (KRON) ... Washington (WRC) ...

(Don't wait! Leadership stations aren't. With this list of must-buy reasons, you can't!)
See you at NATPE-Tower Suite 17C at the Fontainebleau.
THE CLIFFWOOD AVENUE KIDS

The newest most exciting FIRST RUN live children's comedy series produced exclusively for syndication...for kids (of all ages).

Already purchased by: ABC O&O'S, GROUP W, STORER, GENERAL ELECTRIC
These stations have already purchased the CLIFFWOOD AVENUE KIDS: Join them and win...Time Periods...Accolades from your community for programming quality children's programming...and top dollars from advertisers.

New York, WABC, ABC; Boston, WCVB, ABC; Detroit, WXYZ, ABC; Washington, D.C., WMAL, ABC; Cleveland, WJW, CBS; Atlanta, WAGA, CBS; Baltimore, WIZ, ABC; Milwaukee, WITI, ABC; Denver, KOA, NBC; San Diego, KFMB, CBS; Columbus, Miss., WCBI, ABC; Louisville, Ky., WLKY, ABC; Shreveport, KTAL, NBC; Omaha, KETV, ABC; Roanoke-Lynchburg, Va., WLVA, ABC; Rochester, WHEC, CBS; Lexington, Ky., WLEX, NBC; Ft. Wayne, WKJG, NBC; Augusta, WJBF, ABC; Bismark, N.D., KFYR, NBC/ABC; Erie, WJET, ABC; Chico-Redding, KRCR, ABC/CBS; Santa Barbara, KEYT, ABC; Tyler, Texas, KLTV, ABC; Clarksburg-Weston, W.Va., WDTV, CBS/ABC; Hattiesburg, WDAM, NBC; Parkersburg, WTAP, NBC; Panama City, WJHG, ABC; Presque Isle, WAGM, ABC/CBS/NBC

produced by: Premore Productions
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919 Third Avenue, 37th Floor, New York, New York 10022 • (212) 355-6220
See the KIDS at the NATPE Convention, Fountainbleu Hotel, Suite 788
Tony the Pony carries the mail...

Tony the Pony, a new, first run, live-action, color, half-hour children's fantasy.

As Tony the Pony rides across the cities and towns of America, the mail count has been staggering.

KING-TV, SEATTLE has received over 1090 letters and postcards raving about Tony. WTAE-TV, PITTSBURGH polled 764.....KTRK-TV, HOUSTON, 938.....WTAJ-TV, ALTOONA, PA, 534.....WALB-TV, ALBANY, GA, 310.....KHQA-TV, QUINCY, Ill., 474.....KAKE-TV, WICHITA, 110.....WNYS-TV, SYRACUSE, 428.....KELP-TV, EL PASO, 270.....and that's only a few markets. We have over 80 markets.

Write, call or wire, Premore Productions, 919 Third Avenue, 37th Floor, New York 10022 (212) 355-6220

See Tony at the NATPE Convention, Fountainbleu Hotel, Suite 788
Wiley drops ball on fees in lap of Congress

Commission won't be redoling its schedule without help from Hill, and he asks for $3 million increase in budget to handle CB radio problems

FCC Chairman Richard E. Wiley has all but hoisted the white flag in the FCC's battle to carry out what the commission sees as its congressionally mandated mission to collect fees from those it regulates. Having lost two court cases in that effort, he told a House Appropriations subcommittee last week, "We believe that this subject can be litigated indefinitely and, therefore, do not believe that we can implement a new schedule" under the 1952 statute Congress enacted as a means of authorizing fee collections.

The chairman indicated furthermore that the commission expects to undertake the "staggering job of refunding most of the $163 million it has collected in fees since 1970. That was the year in which the commission adopted the fee schedule that was challenged successfully at the Supreme Court by the National Cable Television Association. A revised fee schedule adopted in 1975 was attacked by representatives of broadcasting and other industries, and it was overturned by the U.S. Court of Appeals. That court also directed the commission to refund all fees collected under the illegal schedules.

The commission could draft a new schedule in an effort to meet the court's standards and apply it retroactively. But the chairman's remarks last week indicate that the commission has no confidence it would be successful in devising an appeal-proof schedule.

The commission, he said, lacks the accounting capability he said is required by the court's decision. He said that calls for a breakdown of cost data to the smallest practical unit, "which appears to be all of the individual classes of applicants singled out for separate treatment in our previous fee schedules." And, in what he indicated was an even more difficult task, the fees must return not only the cost of the service performed but also the value to the recipient. "We have not been able, in any fee proceeding to this point, to quantify the value our action confers upon the payor," he said.

The commission, which stopped collecting fees on Jan. 1, plans to issue an inquiry in the next few weeks to determine the amounts to be refunded and the method by which refunds should be attempted. And the commission regards the refund operation with considerable trepidation. "I would note," the chairman said last week, "that the magnitude of a potential refund is staggering. We have collected approxi-
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Amanda Blake, Dick Haymes
CRY PANIC
John Forsythe, Anne Francis, Earl Holliman
DAUGHTERS OF JOSHUA CAGE RETURN
Dan Dailey, Dub Taylor, Carl Betz
DEATH CRUISE
Richard Long, Polly Bergen, Celeste Holm, Tom Bosley
DEATH SENTENCE
Cloris Leachman, Laurence Luckinbill

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GIRL WHO CAME GIFT-WRAPPED
Richard Long, Karen Valentine
HIJACK
David Janssen, Keenan Wynn, Tom Tully, Jeannette Nolan
HIT LADY
Yvette Mimieux, Joseph Campanella, Keenan Wynn
HONOR THY FATHER
Joe Bologna, Raf Vallone, Joe De Santis, Brenda Vaccaro, Richard Castellano
HURRICANE
Larry Hagman, Martin Milner, Jessica Walter, Barry Sullivan, Michael Learned, Will Geer
IN TANDEM
Claude Akins, Frank Converse
IT'S GOOD TO BE ALIVE
Paul Winfield, Ruby Dee, Lou Gossett
LEGEND OF VALENTINO
Franco Nero, Suzanne Pleshette, Yvette Mimieux, Judd Hirsch, Leslie Warren, Milton Berle
LETTERS FROM THREE LOVERS
Ken Berry, Juliet Mills, Lyle Waggoner, Robert Sterling, June Allyson, Barry Sullivan, Martin Sheen
MESSAGE TO MY DAUGHTER
Martin Sheen, Bonnie Bedelia
MURDER ON FLIGHT 502
Ralph Bellamy, Polly Bergen, Theodore Bikel, Sonny Bono, Dane Clark, Laraine Day, Farrah Fawcett-Majors, Fernando Lamas, George Maharis, Hugh O'Brian, Molly Picon, Walter Pidgeon, Robert Stack
ONE OF MY WIVES IS MISSING
Jack Klugman, James Franciscus, Elizabeth Ashley
ONLY WITH MARRIED MEN
David Birney, Michele Lee, Dom DeLuise, Judy Carne, John Astin, Gavin MacLeod
PUNCH AND JODY
Glenn Ford, Ruth Roman, Pam Griffin
SATAN'S SCHOOL FOR GIRLS
Roy Thinnes, Pamela Franklin, Kate Jackson, Jo Van Fleet
SAVAGES
Andy Griffith, Sam Bottoms, Noah Beery, James Best
SCREAM OF THE WOLF
Peter Graves, Jo Ann Pflug, Clint Walker
SECRET NIGHT CALLER
Robert Reed, Hope Lange, Arlene Golonka, Michael Constantine
STARRSKY AND HUTCH
David Soul, Paul Michael Glaser, Michael Lerner
TEEROR ON THE 40TH FLOOR
John Forsythe, Lynn Carlin, Joseph Campanella, Don Meredith, Pippa Scott
WHERE HAVE ALL THE PEOPLE GONE?
Peter Graves, George O'Hanlon, Jr.

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New Programs—Bigger and Better Than Ever!
Again First Coast to Coast

A FEW OF MANY EXAMPLES:

<table>
<thead>
<tr>
<th>Number 1</th>
<th>Providence</th>
<th>4:30-6 PM</th>
<th>Mon-Fri</th>
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<tr>
<td>WPRI</td>
<td>Providence</td>
<td>4:30-6 PM</td>
<td>Mon-Fri</td>
</tr>
<tr>
<td>Rating</td>
<td>Share</td>
<td>Adults</td>
<td>Women</td>
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<tr>
<td>Doubles in the adults from another talk-variety show lead-in.</td>
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<td></td>
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<tr>
<td>Increased lead-in over feminine talk-variety show by more than 154%.</td>
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<thead>
<tr>
<th>Number 1</th>
<th>San Diego</th>
<th>6:30-7:30 PM</th>
<th>Mon-Fri</th>
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<tr>
<td>KFSN</td>
<td>San Diego</td>
<td>6:30-7:30 PM</td>
<td>Mon-Fri</td>
</tr>
<tr>
<td>Rating</td>
<td>Share</td>
<td>Homes</td>
<td>Adults</td>
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<tr>
<td>doubles in the adults from another talk-variety show lead-in.</td>
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<td>Source: NSI Nov. 1976</td>
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<thead>
<tr>
<th>Number 1</th>
<th>Portland, Maine</th>
<th>4:30-6 PM</th>
<th>Mon-Fri</th>
</tr>
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<tbody>
<tr>
<td>WGAN</td>
<td>Portland, Maine</td>
<td>4:30-6 PM</td>
<td>Mon-Fri</td>
</tr>
<tr>
<td>Rating</td>
<td>Share</td>
<td>Homes</td>
<td>Adults</td>
</tr>
<tr>
<td>Merv has more women and adults than the other two stations combined.</td>
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<tr>
<td>Source: NSI Nov. 1976</td>
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The Efficient Spot Carrier For Action Advertisers
THE MERV GRiffin SHOW
90 Minutes Five Times Weekly With the Nation’s Biggest, Most Entertaining Super Stars

THE HONEymooners Trip to Europe
Jackie Gleason, Art Carney, Sheila MacRae, Jane Kean

THE JACKIE GLEASON Christmas Special
Jackie Gleason, Art Carney, Sheila MacRae, Jane Kean

National Geographic Society

vaudeville
Milton Berle, Steve Allen & Jayne Meadows, Red Buttons, Cab Calloway, Jack Carter, Monty Hall, Gordon MacRae, Bobby Van, Nancy Walker

The Ice Palace
Leslie Uggams, Roger Miller, The Lennon Sisters, Dean Jones, Vikki Carr, Johnny Mathis, Carol Lawrence, John Davidson

For a Better Life
Dr. Sonya Friedman

That Girl
Marlo Thomas, Ted Bestell

Truth or Consequences
Bob Barker

Mayberry R.F.D.
Ken Berry, George Lindsay

My Favorite Martian
Bill Bixby, Ray Walston

Untamed World

Future Shock
Orson Welles

Lorne Greene Specials
It’s A Dog’s World
Big Cats — Little Cats
World of Horses

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ALSO: ONE OF TV'S FINEST CHRISTMAS SPECIALS FOR THE MOST DISCRIMINATING VIEWERS AND ADVERTISERS.

The Poor Soul takes a dreamy excursion through the land of make-believe and fairy tales. As Christmas nears, he falls asleep on a busy city street and a fairy princess, with a touch of her magic wand, lifts him away to the fictional worlds of:

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- The Shoemaker & The Elves
- Alice In Wonderland
- Beauty & The Beast
- Old King Cole
- And The June Taylor Dancers

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individuals on payola charges or to a station's loss of license.

Of course, such evidence would not be ignored, he said even though the purpose of the proceeding is to define the scope and nature of the problem.

"We're trying to find out what the problem is, whether the commission must be concerned, and if so, whether it has the tools for dealing with the problem."

Reports received by the commission over the years indicate that the problems of payola and plugola—paying someone to play a record or plug a product—have grown increasingly serious.

Having doubled budget

The Washington phase of the inquiry is expected to last several days. After that, the site will probably be shifted to another area. Los Angeles, were records are produced as well as played, is a possibility.

Mr. Kelley indicated the commission has no definite long-range plans for the inquiry. He said it would go on "in spurts," and will continue "until we exhaust our funds or the testimony."

Senate report

Among its proposals: legislation requiring that commissioners have experience in their field

For a new administration in Washington that has yet to fill vacancies on federal regulatory agencies, a two-volume study on federal regulation has arrived just in time. The study, by the Senate Committee on Government Operations, is filled with recommendations gleaned from an 18-month investigation of regulatory agencies.

One such recommendation calls for legislation aimed at establishing some standards for the selection of members of the agencies, including the FCC. "Appointees without relevant experience of any kind are a problem for some agencies and, at present, there is no clear statutory basis on which such nominees could be rejected by the Senate," the study says.

Accordingly, the study suggests that the statutes creating the agencies be amended to require the board or commission involved to be composed of members "who by reason of training, education or experience are qualified to carry out" the functions of the agency.

The study would also require that the commissions and boards be composed of persons with a variety of backgrounds, occupations and experience.

There is another recommendation

Sen. John J. Williams (D-Va.), chairman of the Communications Subcommittee, which is responsible for the rewrite project, said:

"We're not sure of the budget, but we have set Aside funds of $30,000 for consultants and out-of-town travel for commissioners and their staffs, as well as funds to be used for setting up conference facilities for the hearings which will be held in March.

During the subcommittee's rewrite project, which has been in progress since last October, the subcommittee has scheduled hearings on international communications, March 14, 15, 22 and 23. The subcommittee has also scheduled hearings on international satellite and common carrier issues. Among witnesses invited are the FCC, OTP, the State Department, RCA and Western Union International.

Of the $200,000 allotted by the subcommittee for special staff and consultants, $100,000 will go for a spectrum management study. This is the same study promised by the subcommittee in the subcommittee's rewrite project, which has been in progress since last October, in which the staff was highly critical of the FCC's management of the portion of the UHF commercial spectrum. Subcommittee counsel Harry W. (Chip) Shoson said the focus for spectrum study has been considerably from that envisioned last year, however, to encompass the entire commercial portion of the spectrum. The project will be contracted to a firm yet to be chosen.

The subcommittee plans to contract out another study in domestic common carriers, and in addition has set aside $30,000 for special staff and consultant work in international communications, $40,000 in legislative research (by legal interns to be selected from law schools). The two new members of the subcommittee are Charles Jackson, engineering assistant, and Carolyn Sachs, staff (research) assistant. Mr. Jackson is engineering assistant to former FCC Commissioner Glen Robinson, and is currently special assistant to the chief of the FCC Common Carrier Bureau. Miss Sachs, holder of an MA from the Annenberg School of Communications, is currently a consultant to the New York State Commission.

The Communications Subcommittee staff now numbers 10 and includes a chief counsel, Mr. Shoson; two economists, Andrew Margeson and Alan Pearce; two staff assistants, Karen Possner and Miss Sachs; an engineering assistant, Mr. Jackson; an administrative assistant and three legislative assistants.

Also taking direct roles in the staff work on the Communications Act rewrite are Ronald Coleman and George (Toby) Harder, both counsel on the minority staff of the Commerce Committee, and Brian Moir, counsel to the full committee.

Gearing up for

House Subcommittee is given doubled budget and adds two staff members; most of its time will be spent on project although oversight work will continue

Having won approval from the House Commerce Committee of a budget nearly twice last year's--$498,000 compared to $266,800—the House Communications Subcommittee begins an ambitious program of activity for 1977.

The subcommittee's plans for the Communications Act are the reason for the budget increase. The panel will add two permanent staff members, an engineer and a legislative assistant, for the project, bringing total salaries for the complement of 10 to $256,000. In addition, it has budgeted $200,000 for consultants and research studies. Miscellaneous expenses (travel, witness fees and others) total $42,000.

While Subcommittee Chairman Lionel Van Deerlin (D-Calif.) plans to devote most of the subcommittee's and staff's time to the rewrite project, bringing it to its final form, legislation as well as emergency and necessary authorization legislation, he said the panel will carry out its regulatory oversight responsibilities. Among activities planned or in the works this year are:

- Hearing on TV violence March 2. Witnesses will include FCC Chairman Richard Wylie; the National Association of Broadcasters, represented by Chairman Wilson Wearn of Multimedia Inc., Green- ville, S.C., and Robert Rich of KBKR-TV Duluth, Minn., chairman of the NAB TV code review board; John Schneider, vice president of the CBS/Broadcast Group; Robert Howard, president of NBC-TV, and Herminio Traviessa, NBC vice president for program standards; Frederick Pierce, president of ABC-TV, and Alfred Schneider, ABC vice president for broadcast standards; Henry Geller, former FCC general counsel, now with the Aspen Institute Program on Communications and Society; Peggy Charren of Action for Children's Television; Gentle, dean of the University of Pennsylvania's Annenberg School of Communications, and author of annual studies of TV violence and a representative of the Hollywood creative community.
- FCC oversight hearing, yet unscheduled. The subcommittee intends to examine the FCC budget "in depth and for the first time make specific recommendations to the Appropriations Committee."
- Public broadcasting oversight hearings, not scheduled yet.
- Review of "any reorganization of telecommunications functions," including the Office of Telecommunications Policy, in the executive branch and subcommittee recommendations to the House Government Operations Committee.

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Senate report offers Carter food for thought on regulation

Among its proposals: legislation requiring that commissioners have experience in their field

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The study would also require that the commissions and boards be composed of persons with a variety of backgrounds, occupations and experience.

There is another recommendation.
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Come with Jonathan as he unlocks doors marked "No Admittance" to reveal the inside story of exciting events, people, and places. Each program will inform and entertain the whole family. Wit, humour and the honest drama of real events await you BEHIND THE SCENE.

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

The man was great. His movies will live forever. But Bogart is only one star in our Superstar Collection. Call us. We've got them all.
regarding the FCC. The authors of the report say the commission "does not appear to have been the subject of a major internal evaluation for a number of years." Accordingly, the report suggests that the FCC "in particular, but other agencies as well, should be the subject of systematic and intensive review and evaluation of personnel and structure in the first year of the Carter administration."

Like other studies before it, the Senate committee's study concludes that the caliber of commissioners appointed over the years has not been high. And it blames both the White House and the Senate, which confirms the appointments, for failing to demonstrate "a sustained high commitment to high quality regulatory appointments."

A survey of administrative law judges, academic experts and lawyers who practice before the agencies included in the report indicates that the respondents believe that less than two thirds of the commissioners now serving understand the laws they administer. (The figure for FCC members was 60.84%)

On an over-all basis—in terms of such matters as commitment, judgment, technical knowledge and impartiality—members of the Securities and Exchange Commission were given the highest marks, members of the Federal Maritime and Federal Trade Commissions, the lowest.

The FCC members ranked low in technical knowledge but high in integrity and the lawyers questioned believe that 55.5% of the current commissioners are "effective," but they would recommend the reappointment of only 51.2% of them. By contrast, the lawyers regard 75% of the SEC members as "effective," and would recommend the reappointment of 70.6% of them. As for the FTC, the effectiveness and reappointment figures were, respectively, 40.80% and 35.60%.

On a number of points, the recommendations seem to parallel views expressed by President Carter. For instance, the study urges stiff new conflict-of-interest laws in a new "revolving door" from which individuals pass from regulated industry to regulatory agency and back to regulated industry. The study says former regulators should be barred for a year from any contact, for private gain, with their former agency.

Another recommendation would require the adoption of new agency regulations to restrict the activities of a law firm which includes among its members a former agency official or commissioner.

As for regulatory appointments, the study suggests they be centralized under the supervision of a single staff member within the White House personnel office. That office would be expected to develop and maintain a systematic process for recruiting and evaluating prospective appointments which would permit public involvement.

The two volumes are the first of six the Senate committee will publish. The next four—on regulatory delay, public participation in the regulatory process, regulatory organization and an improved framework for federal regulations—are expected in the next two months.

---

**Capitol Hill tells CPB to shape up minority records or money may be difficult to get**

President Loomis requests $160-million ceiling for 1980 and tells subcommittee that work is being done to recruit minorities

Corporation for Public Broadcasting President Henry Loomis, with budget in hand, went to Capitol Hill last week to ask for a $160 million ceiling on federal funds for fiscal 1980. Members of the House and Senate labor, health, education and welfare subcommittees, however, were interested in other things at CPB: the network's minority and female employment records.

CPB's goal is to convince the parent appropriations committees to accept the $160 million. This was authorized by Congress for 1980, rather than the $115 million limit proposed by former President Ford. CPB already has its ceilings for 1977 ($103 million), 1978 ($107.15 million) and 1979 ($120.2 million)—earning $1 for every $2.50 public broadcasters can raise two years in advance.

Mr. Loomis, in his prepared testimony, said that the Ford proposal "negates almost completely the intent of the authorizing legislation to provide an incentive to public broadcasting..." In order to earn $115 million in 1980, he explained, public broadcasters would only have to increase their nonfederal funding by 6% over 1979's $270 million.

"Assuming a conservative inflation factor," the testimony continued, "the $115 million ceiling results in a real cut of approximately 10%" from 1979 federal funds, although on paper the reduction is only $5.2 million.

Mr. Loomis claimed that such a 10% cut "would stop" public broadcasting's growth in a "watershed year" when the proposed satellite interconnection plan should be coming into its own. He offered a comparative breakdown of funds at both the $160 million and $115 million levels, among them: direct grants to stations ($93.5 million versus $67.5 million), and national television and radio production and related promotion ($32 million versus $19.5 million).

Furthermore, he said, the lower ceiling would mean a reduction in television program development and piloting as well as in CPB first and second year support of series. Public Broadcasting Service President Larry Grossman has expressed displeasure with the CPB budget breakdown, claiming that national programing is not afforded a large enough share of the total (Broadcasting, Jan. 31).

Regarding funds for the satellite project, Mr. Loomis said that the lower ceiling would make it impossible to lease the fourth satellite transponder for television. And the full use of satellite for public radio would have to be deferred. Among the special uses for the fourth transponder are regional and special interest interconnections.

Mr. Loomis noted that CPB will borrow $34 million to help pay for the satellite interconnection and claimed that the "only credit the corporation has is advanced year funding—proof positive" of the need for advanced funding.

Senator Edward Brooke (R-Mass.), the only member of the Senate subcommittee attending, however, explained that CPB must show that it is improving its minority and female employment record before he could feel comfortable approving a new appropriation. He called upon Mr. Loomis to supply hard data to show gains. Mr. Brooke also said he hoped employment problems could be solved without "tacking an amendment on the appropriations bill."

In response to a question from Representative Louis Stokes (D-Ohio), Mr. Loomis said that CPB itself was in full compliance with the law when employment was broken into the three categories generally used by the Department of Labor. However, when broken into five categories, he said the highest is below the labor force level. Of 19 CPB employees considered in top management, Mr. Loomis explained, three are female and none is a minority. He added that CPB is "conscious of the zero figure" and making efforts to remedy categories when top-level positions are available.

Senator Brooke found it disturbing that of the top-eight officers, including two females, none is a minority group member. At both meetings, Mr. Loomis emphasized that of CPB's 15-member board, three are minority officers.

Another subject to come up at the committee meetings was the dispute between CPB and PBS. Mr. Brooke asked if the organizations are duplicating each other's efforts. Mr. Loomis responded that CPB has found "no area where there is gross" or "wasteful duplication."

Representative Edward R. Roybal (D-Calif.) also questioned whether the law that stations could receive more than 50% of their income from federal sources might be discriminatory. He said the stations with minority audiences would have a harder time raising money. And, he continued, it became a "vicious cycle since
Why Sony's U-matic video cassette concept won an Emmy.

Since its introduction in 1971, the U-matic concept has become the standard for many fields — business, industry, education, government, medicine and broadcasting.

The U-matic is now used by each of the major networks and hundreds of local TV stations. It helps get news on the air faster and less expensively.

And now this year, for the development of the U-matic, the television industry has awarded Sony our second Emmy. (We won our first in 1973 for the development of Trinitron.) So perhaps it's now time to put an Emmy winner to work for you.

What the U-matic can do for you.

In business and industry, the U-matic is being used to train personnel, to merchandise products and to improve corporate communications. In schools and colleges, the U-matic is giving students access to a greater range of learning materials, whenever and wherever they need them.

In hospitals and medical schools, the U-matic is helping to teach students and inform doctors of the latest techniques.

To find out what the U-matic can do for you, contact your authorized Sony Video Products Dealer. He'll be happy to show you.

Or contact Don Marro at Sony Corporation of America, Video Products, 9 West 57th Street, New York, N.Y. 10019. He'll be happy to put you in touch with someone who can show you. One way or another, see Sony's U-matic. It's one Emmy winner whose show won't be cancelled.
they do not have resources to improve pro-
gramming to attract more money. Mr. Loomis countered that the corporation is trying to fund shows for minorities and that there are other sources such as foundations and corporations to turn to.

Although the subject was not scheduled for discussion, Mr. Loomis also took the opportunity to invoke subcommittees to authorize $30 million in fiscal 1978 for the Educational Broadcasting Facilities Act, rather than $7 million suggested by former President Ford.

**Damage suit against WSTC assumes larger proportions**

Judge rules that editing of candidate spots by official of station constituted state action, especially since station is only one in Stamford; outlet appeals

The damage suit two unsuccessful mayoral candidates filed against Western Connecticut Broadcasting, licensee of WSTC-AM-FM Stamford, Conn., did not seem significant when it was filed five years ago. But it does now. A U.S. judge has held that the acts of the station in "censoring" the candidates' scripts constituted state action and, therefore, Western could be sued for damages.

The issue is not settled. Western has petitioned the U.S. Court of Appeals for the Second Circuit for permission to appeal. (Permission is required, since the question of damages has not yet been resolved.) But the decision of Circuit Judge Edward Lumbar, who presided by designation in the district court proceeding, is attracting the interest of communications lawyers in Washington.

The "censorship" of the Democratic and Fusion candidates' scripts of broadcasts during the 1969 election was established by the FCC in a hearing in which Western was ultimately found guilty of violating Section 315 of the Communications Act and fined $10,000. A station official said he had ordered the deletion of material he claimed was in bad taste. The material of the Republican candidate, the ultimate winner, was not reviewed by the station.

Western had contended that state action was not involved since the government, through the FCC, not only did not approve the action of the station official but had specifically condemned it.

But for Judge Lumbar, a key factor was that Western operates the only radio stations in Stamford and, therefore, has the government-given capacity "to obstruct free speech in local elections." It does not matter that Western's actions violated the government's laws and regulations, he said. What does matter, he ad-
ded, is that the government "has delegated its control over local airways to the radio station."

And "for the frustrated candidate, censor-
sorship by the radio station has the same immediate impact on his freedom of speech whether or not government reprisals will ultimately be forthcoming against the censor long after the damage has been done," he concluded, the actions of the station and its employs "did constitute federal action subject to the First Amendment under the circumstances here."

Judge Lumbar noted in a footnote that he has not decided the boundaries of govern-
ment action in the FCC context. For example, he said, "oligopoly rather than monopoly radio stations, programing of a different character or addressed to different audiences, and situations where the free speech rights of the broadcaster are also involved may present more subtle issues than those obtaining in the present case."

Western, in seeking permission to appeal, argued that "a substantial basis exists for a difference of opinion" on the question of whether the acts of station per-
sonnel constitute federal action. It says that previous court decisions have "consis-
tently held" that the commission's regulation of broadcasting is insufficient to constitute governmental action for the purpose of imposing constitutional con-
straints on licensees' actions.

Judge Lumbar, however, contended that the issue is not resolved. He cited the family-viewing case, in which a federal judge held that the acts of the networks and the National Association of Broad-
casters in cooperating with the FCC in developing the family viewing concept constituted state action (BROADCASTING, Nov. 8, 1976).

Nevertheless, he agreed that there was substantial ground for a difference of opinion and endorsed the request for an im-
mediate appeal.

The $10,000 fine imposed on WSTC and Judge Lumbar's decision are not the lit-
et of Western's problems. Its application for renewal of license for WSTC(AM) is being challenged by a local group seeking to take over the station. And last month, an administrative law judge issued an initial decision recommending that the ap-
plication of the challenger, Radio Stamford, be granted (BROADCASTING, Jan 24).

**New McClatchy set-up certified by the FCC**

Commission OK's new subsidiary for broadcast properties and turns down local opposition

The FCC has approved the assignment of McClatchy Newspapers Inc.'s broadcast properties to its subsidiary, McClatchy Broadcasting—an "assignment McClatchy said was designed to enhance its effort to preserve the autonomy and strength of the separate newspaper and broadcast proper-
ties.

In approving the assignment, the com-
misison dismissed an opposition filed by San Joaquin Communications Corp., a local group seeking to supplant McClatchy as licensee of KMI-TV Fresno, Calif. The commission said the assignment was "pro forma" and, thus, not subject to what was, in effect, a petition to deny.

SJCC contended that McClatchy's mo-
tive was to attempt to insulate itself from past transgressions. But the commission said that "such corporate juggling does not protect or insulate the licensee or its principal from the consequences of any past misconduct."

McClatchy is a defendant in two anti-
trust suits. One was filed by a newspaper distributor eight years ago after McClatchy terminated him as distributor of its Sacra-
mento Bee. The other case was filed last month by the Sacramento Union Corp. and two related corporations (BROADCAST-
ING, Jan. 17). In addition, the U.S. Equal Employment Opportunity Commission is considering allegations of employment discrimination against McClatchy.

The commission said such matters will be reviewed in connection with the Mc-
Clatchy renewal applications. Besides KMI-
TV and the Sacramento stations, Mc-
Clatchy owns KMI-AM-FM and KDVR-TV Stockton, and KBEE-AM-FM Modesto, all California, and KOH(AM) Reno.

**FCC doles out its research dollars**

Commission budgets $300,000 for studies; among them is one on minority ownership

The FCC has authorized more than $300,000 for research projects ranging from common-cARRIER matters to a study aimed at determining ways in which minority ownership of broadcasting sta-
tions and cable systems could be pro-
moted.

The minority-ownership project, adopted at the request of Commissioner Benjamin L. Hooks, is expected to cost about $50,000. It will involve a determi-
nation of the number of minority-group owners and an effort to identify factors that inhibit minority ownership, as well as policies and rules that the commission might adopt to advance the cause of such ownership.

Other projects and their costs include:

- A study of the trade-offs among equipment-maintenance and equipment-
design regulations, as well as operator licensing and enforcement activities (be-

...
Screen the big, new nightly (or daily) 90 minute* show!
"The American Flyer" in suite 17H!

Starring Dan Rowan, Michele Lee, Tom Hallick in the brand new way to do 90-minute* entertainment!

Meet Dan Rowan in person in our hospitality suite 17H, Fontainebleau Towers.
On target!
The New Adventures of Robin Hood

Announcing the first new action-adventure syndicated series ever, based on a prior prime-time Network hit!

An all-family action series without violence!

A pre-sold series, with instant audience acceptance, based on a known, timeless story and hero. And, with the “network look”, and the production values never-before available in syndication!

26 brand-new half hours, never before on the air...to be made for the American television audience!

The only show of its kind for this season—unique! With a solid, smash-hit ancestry of a three-year run on CBS-TV, on Monday evening at 7:30 PM, where it scored an average 46 share!

ASI-tested, with proved, all-family hit potential!

Available now in your market, for Fall 1977 start! Independent station, or affiliated station, THE NEW ADVENTURES OF ROBIN HOOD is the on-target action-adventure series for your schedule, for your audiences.

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See you at NATPE—
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24 Brand New Half-Hours For Prime Time Access

A Fascinating Exploration Of Major Disasters
Starring Glenn Ford
As Host

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SUITE 16B
The 1976 Tax Reform Act, with its estate, gift and inheritance tax changes, has made it even more important for owners of broadcast properties to know the value of their company. For an accurate and up-to-date appraisal contact your local Blackburn office.

The study is to determine what interference land-mobile would actually cause ($40,000).

A series of studies to support the task force working on the UHF master plan. The studies will focus on the competitive impact of television delivery by such means as satellites, cable systems and multipoint distribution systems; on sharing of UHF spectrum space by various services; on the performance of television receivers and antennas in areas that are mountainous or of low population density. The project will also involve the use of consultants to do engineering and economic studies ($75,000).

A continuation of a personal radio study (principally citizen band) being pursued by a unit in the office of plans and policy. The study is aimed at user needs and requirements (100,000).

A continuation of a study on the economic impact of competition on common carriers ($40,000 to $60,000).

**Changing Hands**

Announced

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

- WWSH(FM) Philadelphia: Sold by United Artists Broadcasting Inc. to Cox Broadcasting for about $4.2 million (see story page 67).

- WIXN-AM-FM Dixon, Ill.: Sold by Farm Belt Radio to Gazette Printing Co. for $245,000. Seller is owned by Harry Campbell, president, Russell G. Salter, Joseph E. Moen and Robert Moran. Mr. Salter also owns WPVR(AM)-WKDK(FM) Aurora, Ill.; WBEAI(AM) Beloit, Wis., and WRWC(FM) Rockton, Ill. Buyer is publisher of Janesville (Wis.) Gazette. Principal is Marshall Johnson, president, who also owns WCLO(AM)-WJVL(FM) Janesville, KUV-AM-FM Huron, S.D., and WBKV-AM-FM West Bend, Wis. WIXN is a 1 kw daytimer on 1460 kwh. WIXN-FM is on 101.7 mhz with 3 kw and antenna 175 feet above average terrain. Broker: Richard A. Shaheed.

- WDHN(AM-FM) Dover, N.H.: Sold by Eastminster Broadcasting Co. to Great Bay Broadcasting Corp. for $410,000. Seller is owned by Samuel P. Bronstein and Harold Miller, who also own WOTW-AM-FM Nashua, N.H., and sold WCNL-AM-FM Newport, N.H., to Eastern Broadcasting Sound Corp. last year for $120,000. Buyer is owned equally by J.J. Jeffrey, Robert Fuller and Edward Bock, all of whom have interests in WBLM(FM) Lewiston, Me. WDHN operates on 97.5 mhz with 5 kw and antenna 290 feet above average terrain. Broker: Chapman Associates.

- KBUL(AM) Wichita, Kan.: Sold by Mr. D's Radio Inc. to Agape Communications for $395,000. Seller is owned by American Media Inc., which also owns KEYN-FM Wichita; KOFL(AM) Oklahoma City and KCSU(AM)-KDQ(FM) Pueblo, Colo. Principal is Robert D. Fournier, with Robert D. Fournier, Jr., and Frank L. Carney (one-third each). Buyer is owned equally by the Rev. Robert W. Randall, Edward R. Toles, Don W. Clibber, Norbert J. Atherton and Walter O. Byfield, who have various business and investment interests and are purchasing station to establish religious programing outlet in Wichita. Mr. Randall also produces program on KFHI(AM) Wichita. KBUL is 250 w daytimer operating on 900 kHz.

- KDGO(AM) Durango, Colo.: Sold by Basin Broadcasting Co. (Jerry and Marcie Fitch [98%] and Kenneth Balcome [2%]) to Broadcast Management Inc. for $335,000. Sellers have no other broadcast interests. Buyer is owned by Ronald E. Ford and M. Douglas Jennings. Mr. Ford has farm holdings, and Mr. Jennings has real estate and banking interests. Neither has other broadcast interests. KDGO is on 1240 kwh with 1 kw day and 250 w night.

- WQCD(AM) Chester, S.C.: Sold by Dispatch Broadcasting Co. to Southern Piedmont Broadcasting Co. for $250,000. Seller is owned by Joe S. Sink Sr. and Fred O. Sink, Sr., also with ownership interest in WPVR(AM) Benson, N.C. Buyers are Robert L. Hilker, William R. Rollins and others. Messrs. Hilker and Rollins own Suburban Radio Group, licensee of WGCC(AM) Belmont, WEGO(AM)-WPEG(FM) Concord, WSVM(AM) Valdese, WZKY(AM) Albemarle, all North Carolina; WJH(AM) Christiansburg, WVVB(FM) Blacksburg and WHVY(AM) Hillsville, all Virginia. WZKY has been sold, subject to FCC approval, to Rich Pauley Communications Inc. for $230,000 (BROADCASTING, Feb. 7). WQCD operates on 1490 kHz with 1 kw day and 250 w night. Broker: Chapman Associates.

- KEYC-FM Mankato, Minn.: Sold by Lee Enterprises Inc. to Fairbault County Broadcasting Co. for $200,000. Seller owns chain of newspapers and KEYC-TV Mankato; KGLD-AM-FM Mason City, Iowa; WTD(AM)-WQCY(FM) Quincy, Ill.; KQOA-TV Hannibal, Mo.; WSAZ(TV) Huntington, W.Va., and just received FCC approval of its $11,799,000 purchase of KGBM-TV Honolulu from Heffel Broadcasting (BROADCASTING, Feb. 7). Lee also holds 49.75% of Journal Star Printing Co., Lincoln, Neb., which, in turn, owns 48.86% of KFAB-AM-FM Omaha. Buyer, which also owns KBEM-AM-FM Blue Earth, Minn., is owned by Paul and Juliet Hedberg (75%) and Mr. Hedberg's father, Clifford L. (25%). KEYC-FM is on 99.1 mhz with 100 kw and antenna 860 feet above average terrain.

- WCLK(AM) Catskill, N.Y.: Sold by Caranje Broadcasting Co. to Catskill Com
Cox plans to buy Philadelphia FM for record amount

President Kirtland says purchase meets company's goal to acquire seven stations allowed by FCC

Cox Broadcasting has bought, subject to FCC approval, WWSH(FM) Philadelphia from United Artists Broadcasting Inc. for about $4.2 million, the highest price ever paid for an FM.

A month ago Cox bought Sudbrink Broadcasting's WLIF(FM) Baltimore for $3.9 million, subject to FCC approval (BROADCASTING, Jan. 3). Last year Coca-Cola Bottling Co. of Los Angeles bought KJJO(FM) there for the same price. Previous high bids were W2GC(FM) Atlanta ($3.5 million) and KOST(FM) Los Angeles ($2.2 million).

The WWSH purchase with Cox's acquisition of WLIF Baltimore fills the Atlanta-based group owner's complement of FM's. Clifford M. Kirtland Jr., president of Cox Broadcasting, said when announcing the purchase, "WWSH meets our criteria of a quality station in a growth market. . . . We have stated for some time that Cox's major acquisition goal is to fill our complement of stations allowed by the FCC. . . . With the addition of WWSH and WLIF, Cox will have the seven FM operations we are allowed."

Mr. Kirtland said Cox is "enthusiastic about FM" and especially pleased with WWSH. It is, Mr. Kirtland said, "The number one FM in Philadelphia, and the number three station over-all [in the market]."

Mr. Kirtland added that since Cox could no longer acquire FM's, it was "continue to search out good opportunities in AM's."

United Artists, which is awaiting FCC approval of its sale of 64% of WUB(TV) Lincoln, Ohio, (co-owned with Kaiser Broadcasting) to Gaylord Broadcasting, still owns WRK-TV Ponce, P.R.

Cox owns stations in Atlanta, Dayton, Ohio, Pittsburgh, San Francisco-Oakland, Miami and Los Angeles.

WWSH operates on 106.1 mhz with 19 kw and antenna 740 feet above average terrain.

Outlet asks U permit

The Outlet Co., Providence, R.I.-based retailing and broadcasting organization with five VHF's, two AM's and one FM, has applied for UHF channel 14 in Oklahoma City. The estimated construction and first-year operating costs total $4,982,000. The expected revenues are $775,000. Bruce G. Sundlen is president and chief executive of the publicly held company.
Republicans want TV time to reply

Networks will meet with party to discuss request for rebuttal on Carter's televised addresses

The three commercial networks are scheduled to meet separately with the three Republican party leaders in late February and March to discuss the Republicans' request for time to reply to future TV addresses by President Carter.

The invitations went out to the networks from House Minority Leader John Rhodes (Ariz.) even before Mr. Carter took office. Mr. Rhodes expressed concern that his party, now in control of both the Congress and the White House, receive fair coverage on national TV. Mr. Rhodes has been joined in the effort by Senate Minority Leader Howard Baker (Tenn.) and Republican party Chairman William Brock.

Those three will meet Feb. 23 with representatives of CBS and, at separate times March 3, with NBC and ABC. A spokesman for Mr. Rhodes said in each case the network delegations will include the network president and the Washington news bureau chief.

The Republicans were largely unsuccessful in their attempts to obtain comparable time to reply to the President's first televised "fireside chat" Feb. 2. In reply to a request from Mr. Brock for reply time, NBC provided no special programming but scheduled him and Representative John Anderson (R-Ill.) on its regular Today show Feb. 3; CBS sent word it had concluded a special broadcast was "not called for" under its presidential reply policy, and ABC said it would cover the Republican point of view in the normal course of its own daily reporting.

Despite the early rebuffs, however, a spokesman for Representative Rhodes said the Republicans are "encouraged" by the networks' responses to their request to talk about future arrangements for reply time. He said the leaders want an established procedure whereby the Republican party could obtain network time within 48 hours of a presidential address—not necessarily after every one—and in the same time slot as the President's address appeared. In response to network concerns about being in the position of having to choose between several contenders for Republican party spokesman, the Rhodes aide said Messrs. Rhodes, Baker and Brock would set themselves up as a kind of joint leadership council to do the picking.

Rejected petitioners take FCC to court

Three FCC decisions have been challenged before the U.S. Court of Appeals in Washington.

Coast Television Broadcasting Corp. is appealing a Jan. 12 FCC denial of a peti-
The First Family.
First in Canada on Fridays at 7 PM, outranking such traditional front runners as “The Six Million Dollar Man”, “Rhoda”, “Marcus Welby”, “Medical Center”, “Emergency” and “Happy Days”.* First in children’s audience, outranking all other programs.** A new adventure filled First-run series of 26 half hours, perfect for prime access or weekend programming. Contact Barry Bergsman at Baron Enterprises (213) 278-0932.

“**The Swiss Family Robinson**”
A Fremantle-CTV-Trident Co-Production. Distributed by The Fremantle Corporation in association with Baron Enterprises Inc.

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**See us at the NATPE:**
**Baron Enterprises:** FONTAINEBLEAU TOWERS, SUITE 464-67
tion for reconsideration of the KBSCTV
Corona, Calif., assignment of license from
Kaiser Broadcasting Corp. to Oak Broad-
casting System and Oak's application for
subscription television authorization.

The Committee for Open Media has re-
quested review of the license renewal of
KJAZ-TV Alameda, Calif., and the National
Association for Better Broadcasting is ap-
ppealing the renewal of KCOF-TV Los
Angeles.

In the KBSCTV case, Coast Television
contends that the FCC erred in granting
Oak subscription authorization because
the station serves Los Angeles as well as
Corona. Coast argues that, since Oak al-
ready holds subscription authorization for
Los Angeles and the FCC forbids more
than one subscription operation in any
community, the Corona authorization is in
violation of FCC rules.

Coast declares that the FCC "violated
its own published standards" when it
granted the assignment and the subscrip-
tion authority.

The two other appeals involve petitions
that were denied by the FCC when the sta-
tions were renewed. COM calls the denial
of its petition (released Jan. 6) "capricious"
and "unreasonable." NAB, likewise, had contested the KCOF-
TV renewal and calls the FCC denial of its
petition (released Jan. 7) "an abuse of
deny authority discretion."

Frank Lloyd joins
OTP as consultant

Citizens Communications
Center director and former
NPACT lawyer will advise on
public broadcasting funding

Frank Lloyd, director of the Citizens
Communications Center, the principal public
interest law firm specializing in commu-
nications matters, is joining the Carter
administration as successor to Richard Neustadt,
the Office of Telecommunications Policy. His initial assignment will be to
help develop administration policy on
public broadcasting funding matters.

Mr. Lloyd was picked for the job by
William Thaler, acting director of OTP, in
consultation with Richard Neustadt, a
deputy assistant to the President who has
been working as liaison between the White
House and OTP. Mr. Neustadt said that Mr.
Lloyd had been checked out with a num-
ber of individuals who considered him
qualified to provide the expertise on
public broadcasting needed by the new
administration.

Mr. Lloyd, a former general counsel for
the now defunct National Public Affairs
Center for Television, had filed a number of
position papers on public broadcasting
with members of the Carter campaign or-
ganization before the election and with the
transition team after. He also took a
week off from his Citizens job during the
campaign to work in the Carter campaign
in his home state of Pennsylvania.

Mr. Lloyd will help prepare OTP's posi-

Environmental study
made of TV messages

Report recommends that EPA monitor
programs, commercials to find what
ecological impact they contain

An environmental task force has drawn up
an "unfinished agenda" of work in envi-
rionmental matters that includes a call for
an effort to monitor and analyze "the ex-
ceptional and implicit environmental
message" contained in the commercials
and programs seen on American tele-
sion. "Television's impact on national
thought and behavior," the task force says,
"is unquestionably pervasive."

The task force consists of the chief
executives of the country's 12 largest direct-
membership environmental organiza-
tions, each of them serving as individuals.
Their report—"The Unfinished Agenda:
The Citizens Guide to Environmental
Issues"—is a 183-page book that was
released at a symposium on Feb. 2 in
Washington. Some 250 civic and gov-
ernmental leaders were in attendance.

The report is called by its promoters the
first comprehensive statement of consen-
sus "on the most critical environmental
issues that this nation must face during the
next decade."

Among the environmentalists' concern
is television and what the report indicates
is its negative impact on the environmen-
talists' cause. The report says that, in en-
couraging the use of "throw-away con-
tainers," "a bright, shiny new automobile
that gets only 12 miles per gallon," and
"some hairspray in a throw-away with
fluorocarbon propellants," television en-
courages pollution of the environment.

However, the recommendations regard-
ing television are limited. The report says
the Environmental Protection Agency,
with the support of the National Science
Foundation, should "monitor and analyze
the explicit and implicit environmental
message contained in both the programing
and commercials on television." It adds that
the resulting report should document

Petitioners should
prove selves—NAB

Rulemaking suggestion to FCC
cites problem in assessing status
of those claiming community ties

Persons wishing to file petitions to deny
should be required to prove their affiliation
with local community groups. The Na-
tional Association of Broadcasters took
that stance in a rulemaking proposal ask-
ing the FCC to specify standards "to ac-
company each party's request have to stand-
to. . . ."

NAB said present commission practices
allow petitioners to claim community

group leadership without substantiation.
While many church, educational, civic or
professional organizations are known to
broadcasters, NAB claimed, the same isn't
always true for "citizen groups" or "coali-
tions."

Too often, broadcasters, immediately
prior to the filing of an application for
renewal or assignment of license, are con-
fronted for the first time by persons claim-
ing to represent" a community group,
NAB said, adding that broadcaster re-
quests for information about such organi-
izations are often refused.

NAB suggested that petitioners include
in their filings affidavits verifying their
connection with organizations and provide
information such as the group's address,
officers, date of formation, goals, funding,
membership and "whether (and if so,
how) the group authorized the filing of a
petition to deny."
Be a winner at the NATPE!

Win a real, live horse, your own “Black Beauty” (or a cash equivalent.)

Station delegates, bring in the ballot from your registration kit to: Tower Suite 972-3, for a drawing during the convention.

“Black Beauty II” Another Winner!

In his first series, he won the hearts of the critics:
- “Call it exceptional” New York Post.
- “Spectacular series” Louisville Times.
- “A triumph” Buffalo Courier Express.
- “Sure to captivate hearts” Erie Times.

He won a greater share of women viewers (18-49) than do such strong competitors now as “Hollywood Squares,” “The $25,000 Pyramid,” “The Price Is Right,” and “Candid Camera.”*

“Black Beauty II” is being offered on a trade basis by Y&R Ventures Inc. and The Fremantle Corporation.

52 adventure filled, family oriented half-hours, perfect for weekend viewing or stripping.

The Fremantle Corp.

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*“Black Beauty II” is co-produced by The Fremantle Corporation and London Weekend Television.
what is being said about environmental issues, resources consumption, pollution and lifestyles, and the implications for those concerns if the audience follows the role-models seen on television.

As the report indicates, however, the authors are already persuaded of television's adverse impact. Another recommendation calls for a clustering of commercial on the hour and half-hour "to eliminate the need to design programs for the conventional promotion of products with the program itself." The report says this would be "a minimal step toward reducing the adverse environmental message of television while retaining the commercial system."

The report says television "is a major influence on the American value system," which "has enormous implications for the environment" and which "is undergoing dramatic changes." The estimate of television's impact is based on figures showing the amount of people's time the medium occupies. It notes, for instance, that by the time that person has graduated from high school, "he or she will have spent 18,000 hours watching television, more time than would be spent earning a bachelor's degree."

Wide open or just a crack?

Some objection to FCC's plans for complying with sunshine law

The FCC's proposals for coming into compliance with the Government in the Sunshine Act, which becomes effective March 12, drew minimal comment at the commission, but among those who did file was the National Black Coalition, which accused the commission of trying to "concede as little as possible" in implementing the act.

The law requires that federal agencies open their meetings to the public, but it allows for exceptions, such as cases in hearing or when trade secrets or private financial information is being discussed. It is the way in which the FCC proposes to handle the exceptions that NBMC and two communications attorneys argued against.

For open meetings, the law requires public notice a week in advance. Even for closed meetings, unless the commission votes otherwise, time, place, subject matter, personnel in attendance and commission members' votes must be made public.

Of particular concern to the NBMC are provisions that will allow "the FCC to omit any notice of a closed meeting where the meeting was originally scheduled to be open" and also not reveal individual commissioners' votes on whether or not to close the meeting.

NBMC said that the FCC is proposing to stretch the exemptions "so as to exclude basic information that is required to be disclosed under the Sunshine Act even when an exemption is invoked to close a meeting."

Attorneys Christopher B. Fager and Gene A. Bechtel, in a joint comment, also claimed that the proposed FCC rules would give "the commission greater discretion to withhold meeting information than contemplated" in the act. The two attorneys-members of the communications committee of section on administrative law of the American Bar Association who said they were presenting their personal views-said their rules do not cover agency business that is conducted by memorandum. They suggested that a description of action by memorandum as well as votes of each commissioner should be made public.

Another point brought up by the attorneys was that the rules would guarantee "the existence of ample space, sufficient visibility and adequate acoustics" at open meetings. They noted that the Federal Trade Commission has provided for closed circuit presentations should there be a crowd overflow.

The department of applied communications at Howard University asked the commission to detail what happens by "disruptive conduct" prohibited at open meetings. It questioned whether the commission intends to prohibit "uninsulated participation" by observers. The NBMC suggested that the commission could have a "feedback" session at the end of its meetings so those attending could discuss actions or discussions which the commission entered into during the meeting, consistent, of course with the commission's ex parte rules. The NBMC asked the FCC to specify whether cameras, tape recorders or note-taking would be allowed.

An exemption in the act allows a meeting to be closed when the subject involves "internal personnel rules and practices." The Howard University department asked the commission to spell out what types of rules and practices noted that if they involve equal employment opportunity, the public's right to know should factor in. The NBMC also took exception to some of the exemptions.

Although hearing cases may be closed, the NBMC said, a meeting should be open if the commission "is merely discussing a legal point" or is involved in "a formal rulemaking." It also claimed that meetings should be open on such matters as petitions to deny license renewals or transfers before a case is designated for hearing "unless there is a compelling other reason for secrecy."

Debates sponsor hopes court can keep it from digging too deep into its own pocket

League of Women Voters tries to overturn FEC ruling on union, corporate contributions

The League of Women Voters, which sponsored the televised presidential debates last fall, has gone to court seeking to reverse a ruling of the Federal Election Commission that is causing the league to go into its financial reserves.

The FEC ruling banned the use of corporate and labor-union contributions to finance the debates. The league contends in a suit filed in U.S. District Court in Washington that the ruling is inconsistent with the provisions of the Federal Election Campaign Act. The league also said the ruling is contrary to an informal ruling from the FEC general counsel that permitted the use of corporate and labor-union donations to finance the presidential forums, a series of town meeting-like sessions featuring presidential primary candidates that the league presented last spring.

Mrs. Ruth C. Clusen, president of the league, said the debates project "was an educational rather than a political effort and there was simply no reason why the Federal Election Campaign Act, designed to prevent the influencing of elections, was applied to the debates."

The league also contended that the FEC ruling violates the First Amendment guarantee of freedom of speech. And Mrs. Clusen said that unless the FEC ruling is set aside, the chances of debates between federal office in Washington, with the candidates being held in the future will be reduced. "It would be extremely difficult for organizations like ours to fund expensive projects of this type by just using individual contributions," she said.

Thus far, the league has raised about $225,000 in contributions as a result of a direct-mail and newspaper advertising campaign, according to a league official. However, estimated costs total $320,000, including $5,000 to $6,000 in bills still outstanding.

Media Briefs

AMST gathering. Annual membership meeting of Association of Maximum Service Teletectors Inc. will be held in Washington, March 27, at Sheraton-Park hotel. Meeting is scheduled for 1 p.m., prior to 3:30 p.m. opening session of annual convention of National Association of Broadcasters.

Legislator viewpoints. Chairman of House Communications Subcommittee, Lionel Van Deerlin (D-Calif.), and soon-to-be chairman of Senate Communication
Now the National Hockey League can skate, scramble and score for you

Let us show you how live sports action can overwhelm dull network repeats. Our goals can help your goals—and let you reach a large up-scale male audience.

We can offer you the action-packed coverage of all NHL Monday night Games of the Week. Plus first crack at the exciting Stanley Cup Playoffs. Already cleared in 17 of the top 20 markets, and over 50% of the country.

Come see us about your market. You'll meet Ogilvy & Mather representatives Howard Eaton, Chuck Bachrach, Joan Farkas, and Carl Meyers, the NHL Network Director.


Come see us in Suite 1277, Fontainebleau Tower, and let's talk hockey.

Meet the mysterious girl behind the mask.
150 key television stations carry 
Dr. Robert Schuller’s Message to millions in the U.S., 
Canada and Australia...

Chicago, IL; KHOA Quincy-Hannibal, IL; 
WEEK Peoria, IL; WHBF Rock Island, IL; 
WKJG Ft. Wayne, IN; WTHR Indianapolis, IN; 
WSBT South Bend, IN; KCGR Cedar Rapids, IA; 
WOI Des Moines, IA; KTVQ Othumwa-Kirkville, IA; 
KCAU Sioux City, IA; KTSB Topeka, KA; 
WTVQ Lexington, KY; WDRB Louisville, KY; 
KTVI Monroe, LA; WOSU New Orleans, LA; 
WGAN Portland, ME; WTVI Bangor, ME; 
WBFF Baltimore, MD; WLWP Springfield, MA; 
WUHQ Battle Creek, MI; 
WKBD Detroit, Mi; WJRT Flint, Mi; 
WZZM Grand Rapids, Mi; WILX Lansing, Mi; 
WPBN Traverse City, Mi; KBJR Duluth, MN; 
KNTC Rochester, MN; KSTP Minneapolis, MN; 
KCBS Columbus, MO; WDAY Kansas City, MO; 
KMTC Springfield, MO; KPLR St. Louis, MO; 
KDNL St. Louis, MO; KFBB Great Falls, MT; 
KTVM Helena, MT; KXUS Miles City, MT; 
KHAS Lincoln, NB; WOWT Omaha, NB; 
KOLO Reno, NV; KGGM Albuquerque, NM; 
WAST Albany, NY; WUTV Buffalo, NY; 
WPTZ Burlington-Plattsburgh, NY; WRGB Rochester, NY; 
WYNS Syracuse, NY; 
WUTR Utica, NY; WCBB Charlotte, NC; 
WCTI Greenville, NC; WGHP Highpoint, NC; 
KFYR Bismarck, ND; KXJB Fargo, ND; 
WKRC Cincinnati, OH; WUAB Cleveland, OH; 
WCMH Columbus, OH; WKEF Dayton, OH; 
WDHO Toledo, OH; WTAY Youngstown, OH; 
WHIZ Zanesville, OH; XXII Youngmore-Ada, OK; 
KVTM Oklahoma City, OK; KTUL Tulsa, OK; 
WFZM Allentown, PA; WSEE Erie, PA; 
WHP Harrisburg, PA; WJAC Johnstown, PA; 
WPHL Philadelphia, PA; WIC Pittsburgh, PA; 
WNEP Wilkes Barre, PA; WPRI Providence, RI; 
WCSC Charleston, SC; KEVN Rapid City, SD; 
KELO Sioux Falls, SD; WDEF Chattanooga, TN; 
WATE Knoxville, TN; WTVF Nashville, TN; 
KAMR Amarillo, TX; KBMT Beaumont, TX; 
KZTV Corpus Christi, TX; KTXD Dallas, TX; 
WFAB Dallas, TX; KTSM El Paso, TX; KDOG Houston, TX; 
KGNS Laredo, TX; KMID Odessa, TX; KSBT San Antonio, TX; 
KCCN Waco-Temple, TX; KAUS Wichita Falls, TX; 
KSL Salt Lake City, UT; WVEC Norfolk, VA; 
WXEX Richmond, VA; WLVA Roanoke-Lynchburg, VA; 
KVOS Bellingham, WA; 
KSTW Tacoma, WA; KAPP Yakima, WA; 
WCHS Charleston, WV; WTAP Parkersburg, WV; 
WTVF Wheeling-Staunton, WV; 
WLJK Green Bay, WI; WKBV La Crosse, WI; 
WNTV Madison, WI; WITI Milwaukee, WI; 
WSAU Wausau, WI; CHANNEL 0 Brisbane & Melbourne, Aust; 
CHANNEL 10 Sidney, Aust; 
ZB, PJD, PJF Virgin Islands, West Indies.

...It can reach more.

Robert Schuller’s “HOUR OF POWER” program continues to expand. For availability in your market, call Michael Nason, collect at, (714) 750-6969.

macom advertising, 4201 West Chapman Ave., Orange, Ca. 92668. Mr. Nason invites you to drop by Fontainebleau tower suite 1184 for a reception and viewing of this outstanding program.
SIMCOM INTERNATIONAL, INC.
proudly presents two exciting new series:

A truly international production this new half-hour weekly series may be the biggest prime access vehicle in your market. Each show blends narrative and dramatic dialogue in a docu-drama style featuring 3 to 5 interesting stories revolving around a potpourri of unique and entertaining subjects. There are 26 exciting episodes, each shot on location, featuring over 130 remarkable stories. It's a show you won't want to miss!

THE FUNNY FARM

"THE FUNNY FARM" is here, yielding a bumper crop of rustic humor. Singer-host Blake Emmons and the madcap 'Funny Farm Family' toss a well-mixed bag of gags, songs and sketches over "THE FUNNY FARM" territory. Along with the irrepressible menagerie of farmyard folk, Blake welcomes special guest stars who join in the madcap fun. Zany antics, rapid-fire wit, and musical interludes of easy-listening country tunes and ballads make this a comedy variety show the whole family can enjoy.

Other Available Products:

MAMA—One half-hour special              PARDON MY BLOOPERS—One hour special
THE JOYCE DAVIDSON SHOW—Half-hour series
THE GREAT GOLDEN HITS OF THE MONKEES SHOW—One half-hour special

SIMCOM INTERNATIONAL, INC.
1900 Avenue of the Stars, Suite 1000
Los Angeles, California 90067
PHONE: (213) 552-2284
TWX NO. 910-490-2575
Outsiders get say on NBC-Judge consent agreement

New law allows filing of comments; one is known to be negative and others are expected to be also

The proposed consent judgment designed to end the Justice Department’s antitrust suit against NBC (Broadcasting, Nov. 22, 1976) may be running into opposition. It has attracted some negative attention from parties taking advantage of the new law permitting them to comment on it before the court decides whether to accept it. And it will probably draw more, from two groups that have asked, and have been granted, another month in which to express their views.

Because of the procedures the Department of Justice follows in such matters, most of the parties filing comments are not known or are the comments available for inspection. The department will not identify the parties until it publishes their comments, on the deadline, now set for March 1, and refers them to the court.

One party known to have filed was the Institute for Public Interest Representation of Georgetown University. It is critical of the consent proposal, and the object of the criticism is the competitive judgment statement Justice issued with the proposed judgment. The institution, in a letter submitted by Victor H. Kramer, director of the institute, says the statement does not provide the information the public needs to make an informed comment.

However, the merits of the proposed judgment were criticized in a filing by the Caucus of Producers, Writers and Directors, a Hollywood group. It is reported to have contended that the provisions are likely to aggravate rather than ameliorate the conditions the proposed judgment addresses.

Additional criticism will probably come from those seeking the one-month extension of deadline for comments, which was granted by Judge Robert J. Kelleher of the U.S. District Court in Los Angeles.

One group consists of four motion picture companies, and they would be expected to follow the line taken by the individual creative members of the Caucus. The other consists of 20 pay-cable companies, and the pay-cable industry has been critical of the provisions permitting NBC to secure exclusivity protection against pay cable when obtaining feature films. Pay-cable interests feel the provision is too generous to NBC and that, in any case, the proposed judgment is not the place for the exclusivity issue to be resolved; they feel it should be removed from the proposed judgment.

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Study finds that naming names in TV ads isn’t always beneficial

Ogilvy & Mather report says that “comparative” commercials created greater negative attitudes toward advertising, didn’t generate higher awareness of sponsor’s brand and caused misidentification.

The only ones likely to benefit from advertising that names competitors are the competitors. All the others—the advertisers, consumers and the advertising industry—stand to gain little and may in fact lose.

Those conclusions emerged from a study conducted by Ogilvy & Mather and reported by Philip Levine, O&M’s senior vice president and executive research director, in an article published in the Advertising Research Foundation’s Journal of Advertising Research.

The study examined viewer reactions to three sets of eight television commercials for relatively low-cost, high-purchase items usually bought by women. In one set, all commercials were comparative, meaning they named the names of competitors (except for one noncomparative commercial included in the group for control purposes). The second set contained both comparative and noncomparative commercials, while the third set consisted entirely of noncomparative messages (except for one comparative included as a control).

Interviewing was done in six markets—Charleston, S.C.; Philadelphia; Austin, Tex.; Detroit; Los Angeles, and Portland, Ore.—with each set of commercials shown to separate samples of 150 female heads of household. Among the findings Mr. Levine reported:

- “The comparative commercials created greater negative attitudes toward advertising. Respondents seeing more than one commercial for a particular category were asked whether the commercials for those categories were believable or confusing, and whether they felt that there were important differences between brands. For the health and beauty aid and the drug product categories, the comparative commercials were significantly more confusing and less believable than their noncomparative versions.”
- “The comparative commercials did not create higher awareness of the sponsor brand. . . . In general, the degree of identification of the sponsor brands did not differ regardless of whether a comparative or noncomparative commercial was shown. In one case where differences were observed, the comparative version received significantly lower sponsor identification.”
- “The comparative commercials did
generate greater sponsor misidentification, with named competitors benefiting. For every product category, women seeing the comparative commercials were significantly more likely to mention one of the comparatively named brands as a sponsor than were women exposed to the noncomparative commercials.

- "Despite its possible novelty, the only comparative commercial in the noncomparative cell did not increase awareness."
- "The comparative commercials created more skepticism toward commercial claims and more miscommunication in the comparative commercials."
- "In most cases, the comparative commercials were no more persuasive than the noncomparative versions."
- "However, when only one comparative commercial was seen among a group of noncomparative commercials, it was found to be significantly more persuasive. This suggests "that where comparative advertising is a 'novelty', it can have a positive effect on persuasion rather than, as we had hypothesized, on awareness."

Mr. Levine concluded that commercials that name names neither make the consumer better informed nor help her make a better brand choice; do not offer any advantage to the sponsoring advertiser but instead increase awareness of the competitively named brands, and "can exacerbate the problems of the advertising industry by increasing negatives toward those product categories where a number of brands are naming names—decreasing both the believability and clarity of the advertising."

The study was billed as "the first study of the effect of naming names in television commercials"—a practice that began to grow at the insistence of the Federal Trade Commission four years ago. FTC had contended that naming competing brands in commercials using comparisons would give the consumer more factual information, help her make rational brand decisions and lessen confusion.

Though the O&M study found differently, Mr. Levine's report carried a researcher's conventional caution. "It must be remembered," he wrote, "that these findings may be limited to 30-second television commercials for packaged goods. Different effects may be found for other media, such as print."

### Free Gifts For All!

Visit with BOZO and LAUREL & HARDY in the Fontainebleu Tower Suite 1283-4. See the Shows... Play the BOZO Dart Game... and take home a prize. Everyone wins with BOZO.

### Added Censure for Dixon

Representative Edward Koch (D-N.Y.) last week introduced a resolution in the House to impeach Federal Trade Commissioner Paul Rand Dixon because "of a high misdemeanor in office." Chances for passage are considered nil.

Commissioner Dixon has faced a wave of criticism since it was reported earlier this month that he had called consumer advocate Ralph Nader "a dirty Arab" during a January food industry association meeting. The commissioner later sent apologies to both Mr. Nader and the National Association of Arab-Americans but indicated he has no intention of stepping down (Broadcasting, Feb. 7).

The House resolution, seen as another way to censure Mr. Dixon publicly, is co-sponsored by 12 other House Democrats: William M. Brodhead (Mich.), Joshua Elieberg (Pa.), John Krebs (Calif.), Andrew Maguire (N.J.), Parren J. Mitchell (Md.), Austin J. Murphy (Pa.), Nick Joe Rahall (W.Va.), Charles B. Rangel (N.Y.), Benjamin Rosenthal (N.Y.), James Scheuer (N.Y.), Henry A. Waxman (Calif.), and Theodore S. Weiss (N.Y.). Mr. Koch had been asked to introduce the resolution by the Arab-American Association.

### Media Study Unit Planned

Formation of a "Media Communications Institute" has been proposed by Archa Knowlton, General Foods media services director. Institute would research broad media questions such as how TV effectiveness might be affected by increases in commercial time and, he said later, the relative effectiveness of TV and print ad impressions. He said an initial budget of
Advertisers are buying more spots in fringe time

TVB: They purchased 5% more network TV minutes in 1976 over 1975 while morning hours were up 19% and late evening up 9%

In television’s 1976 boom economy, advertisers stepped up their use of early-morning and late-evening hours in particular.

The Television Bureau of Advertising tracked the day-part growth in analyses issued last week, based on monitoring by Broadcast Advertisers Reports.

The studies showed that advertisers bought 5% more network TV minutes in 1976 than in 1975—but placed 19% more minutes in the Monday-Friday sign-on to 10 a.m. period, and 9% more in the 11 p.m. to sign-off hours. In spot and local TV, an analysis of one week in February of both years showed an 8% gain in total minutes in the 1976 period, but with the greatest increases in the period from 11:30 p.m. (NYT) to sign-off (18%), in the 11-11:30 p.m. half-hour (13%) and between 8 and 9 a.m. to 10 a.m. (13%).

"Because ad agencies are performing a valuable service," TVB President Roger Rice said in releasing the studies, "advertisers are utilizing television’s total inventory rather than a portion of it. This change in concept allows advertisers to concentrate on their target demographics, regardless of day-parts. And at a time when tight media dollars must be stretched for maximum gains, this flexibility has resulted in greater cost efficiencies.”

In addition, Mr. Rice said, TV advertisers are getting an unadvertised bonus in viewing done in hotels, dormitories, hospitals, bars, clubs, offices, barracks and other locations where viewing is not measured. TVB estimated that 5.7 million sets are in such locations, or about 4.4% of an estimated 128.7 million sets in the U.S.

"While other media have gone out of their way to measure ‘pass-along copies,’” Mr. Rice said, “television has passed over what TVB estimates to be 4% to 6% of its existing audience. We strongly urge that agencies and advertisers start talking about this 4%-6% bonus audience and give to television, the number one effective medium, a true and honest cost-per-thousand.”

TVB’s day-part analyses, based on Broadcast Advertisers Reports (BAR), is outlined in the accompanying tables.

<table>
<thead>
<tr>
<th>Non-network commercial minutes for one week</th>
<th>Network commercial minutes for one week</th>
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<tbody>
<tr>
<td><strong>1 week Feb. 1975</strong></td>
<td><strong>1975</strong></td>
</tr>
<tr>
<td>Monday-Sunday 6-9 a.m. 7,584</td>
<td>Monday-Friday sign-on 9:59 a.m. 6,301</td>
</tr>
<tr>
<td>Monday-Sunday 9 a.m.-5 p.m. 55,814</td>
<td>Monday-Friday 10 a.m.-5:59 p.m. 51,036</td>
</tr>
<tr>
<td>Monday-Sunday 5-7:30 p.m. 35,009</td>
<td>Saturday-Sunday sign-on 5:59 p.m. 14,869</td>
</tr>
<tr>
<td>Monday-Sunday 7:30-11:30 p.m. 24,074</td>
<td>Monday-Sunday 6 p.m.-7:29 p.m. 6,096</td>
</tr>
<tr>
<td>Monday-Sunday 11:11-11:30 p.m. (EST) 9,453</td>
<td>Monday-Sunday 7:30 p.m.-10:59 p.m. 20,905</td>
</tr>
<tr>
<td>Monday-Sunday 11:30 p.m. sign-off 20,677</td>
<td>Monday-Sunday 11 p.m. sign-off 9,826</td>
</tr>
<tr>
<td><strong>Total</strong> 152,611</td>
<td><strong>Total</strong> 109,135</td>
</tr>
<tr>
<td><em>Change:</em> 13%</td>
<td><em>Change:</em> +19%</td>
</tr>
</tbody>
</table>

about $500,000 probably would be needed and that General Foods and Ogilvy & Mather were pledging $10,000 each. The institute, he said, would be composed of advertisers, agencies and academia, with the media free to propose projects (and contribute funds) but not to be members.

In the market

The Resort Network Inc., New York, formed 18 months ago to own and to have affiliated radio stations in vacation areas catering to upscale audiences, aims to acquire the full complement of seven FM outlets by the end of this year.

John Kellikian, president of RN, said last week the company owns WWJR(FM) Southampton, N.Y., and WWRN(FM) West Palm Beach, Fla., and has bought WCOD(FM) Hyannis, Mass., subject to FCC approval. Its first affiliated station, as of Jan. 1, is WCRN(FM) St. Thomas, Virgin Islands. By the end of 1978, RN hopes to have about 25 affiliates, which may be bought as a group or individually. George B. Francis Jr., vice president and director of sales, said there will be seasonal advertisers rotating on Northern stations in the summer and Southern stations in the winter.

"We’re looking at one station in the Midwest to buy, two others on the West Coast and another on the western coast of Florida," Mr. Kellikian said. RN is owned 50% by Mr. Kellikian and 50% by the publishing firm of Harcourt Brace Jovanovich, New York.

Advertising Briefs

Trojans. Katz Radio’s Detroit office has moved to nearby Troy, Mich. Address is Suite 203, 1650 West Big Beaver Road, 48084. Phone is (313) 649-4333.

AID goes zip. Arbitron reports its AID (Arbitron on Demand) service now can produce TV audience estimates for combination zip codes in U.S. AID’s computer system subscribers can now choose from among 21 different demographic characteristics in each zip code, including working women, automobile ownership, value of home, professional and managerial status.

Not for children. Federal Trade Commission has put final approval on order prohibiting Hudson Pharmaceutical Corp., West Caldwell, N.J., from directing advertisements for its Spiderman vitamins to children. Company—which has dropped commercials—proposed to precede setting FTC decision last September (Broadcasting, Sept. 6, 1976), agreeing not to advertise product on TV shows where audience is 50% children, and not to present spots with Spiderman or other "hero figure" between 6 a.m. and 9:05 p.m. Action for Children’s Television, which brought original complaint, however, persists that FTC’s case-by-case approach is inadequate.

Buckley John S. SRA. Buckley Radio Sales, Inc., New York has been elected member of Station Representatives Association Inc., New York. Buckley becomes 10th radio rep for SRA.

First positions sold in Nixon-Frost show

Three advertisers have signed to participate in the 90-minute programs in which former President Richard M. Nixon will be interviewed by David Frost, according to Syndicat Services Inc., New York, which is clearing stations in the U.S. The only advertiser Syndicat would identify is Weed-Eater Inc., Houston, through Mika Ella, Houston, which is buying a 30-second announcement in each of the four 90-minute programs. A second firm, also buying 30 seconds is an automotive company and a third is investing one minute in each segment, Syndicat said. The syndication firm said it has cleared the programs in 78 markets for showing on May 4, 12, 18 and 26. Taping will begin on March 23 in California.
The big news is real-time video.

Ampex ENG is on the scene.

Ampex ENG products are best because we took the time to bring you true quality in portable equipment. With a reputation like ours to protect, we couldn’t risk hanging a hundred pounds of batteries on the back of an ex-lineman and sending him into a crowd.

BCC-4, for example, is the ENG camera that feels like a film camera and shoots like a studio camera. This full-color midget is as stingy with power as it is generous with picture quality.

And the portable VPR-4400 isn’t much larger than the 3/4-inch videocassette it uses. But it brings back a tape that has everything the camera saw, and everything the mic picked up.

Back at the studio, the VPR-8300 hides on a desk corner, plays back tapes and lets you edit the segments easily, all with famous Ampex video fidelity. Route the signals through a TBC-1, and you’re on the air with steady, time-corrected program material. You’ll find a lot of ways to use this system.

Ampex ENG equipment is a nice match to Ampex studio equipment. A way to bring back location material that doesn’t fight with your studio-originated material. Quality without a backache.

ENG Systems from Ampex. Portable video equipment for news directors who can’t take chances.

Complete technical and performance specifications are available in a free brochure. Write us at 401 Broadway, Redwood City, California 94063, or call (415) 367-2011.
In every market where it is playing, Medical Center increased the audience of young women 18-49.

Young women and Chad Everett. It seems you can't keep them apart. If your station has any symptoms of audience apathy, give them a dose of Chad and watch women respond. Here's what Medical Center did compared with the previous shows in the same time periods. Medical Center: 170 episodes available now from MGM TELEVISION.

LOS ANGELES
KNBC-TV
+7%
MAJOR TALK SHOW
MEDICAL CENTER
Mon-Fri 3:30-4:30PM

MIAMI
WPLG-TV
+9%
POLICE ACTION
CRIME ADVENTURE
MEDICAL CENTER
Mon-Fri 4:30-5:30PM

PHOENIX
KCOI-TV
+6% +33%
SPORTS WESTERN CENTER
MEDICAL CENTER
Sat 4-5PM

PORTLAND, ORE.
KATU-TV
+300%
GAME/ADVENTURE MEDICAL CENTER
Mon-Fri 8-9:30AM

TAMPA
ST PETERSBURG
WLCY-TV
+40%
CRIME/ADVENTURE MEDICAL CENTER
Mon-Fri 4:30-5:30PM

TUCSON
KVOA-TV
+167%
MAJOR TALK SHOW MEDICAL CENTER
Mon-Fri 3:30-4:30PM

Source: ARB Nov '75 vs Feb-Mar '76. Qualifications available upon request from the research service indicated. Visit us at NATPE, Fontainebleau Hotel, 14th Fl, Presidential Suite D.
Sales and profits records are set by all CBS groups

CBS/Broadcast tops $1 billion as corporation as a whole produces $2 billion in revenues for fifth record year in a row

CBS Inc. sales went over the $2-billion mark in 1976 for the first time, and income and earnings per share also set new records for the fifth straight year, the company reported last week.

It was also a milestone year for the CBS/Broadcast Group: its sales exceeded $1 billion for the first time, with a 20% increase over the 1975 level.

CBS Inc.'s net income rose 33%, reaching $163,995,000 ($3.75 per share), on a 15% increase in net sales, which totaled $2,230,576,000. For 1975, income was $122,903,000 ($4.30 a share) on $1,938,867,000 in net sales.

Each of the company's four operating groups set new sales and income records. For the CBS/Broadcast Group, income rose 25% on the 20% rise in sales. Sales and income both reached new highs for the CBS radio and television operations.

The CBS/Records Group posted 16% increases in both sales and income. The CBS/Columbia Group was up 12% in sales and 22% in income, and the CBS/Publishing Group advanced 35% in income on a 6% rise in sales.

Fourth-quarter results also set records for that period. Net income for the period was $47,887,000 ($1.68 per share), a gain of 34%. Sales were $660,149,000, up 15%.

Financial Briefs

Highest rate of gain. Revenues and earnings for Multimedia in 1976 were highest in company's history, according to J. Kelly Sisk, board chairman. Net income increased 43% to $9,958,000 (38 cents per share) over year-earlier earnings of $6,945,000 (34 cents per share). Revenues in 1976 were up 37.3% to $79,134,000, compared to 1975 sales of $57,629,000. Broadcasting accounted for 49% of total revenue ($38,852,000 in 1976, up 83.3% over 1975 sales of $21,190,000). Recent acquisitions, principally WLWT(TV) Cincinnati, were responsible for about 57% of increased revenues, Mr. Sisk said.

First profitable quarter. MCI Communications of Washington, reported net income of $1,230,000 (five cents per share) on revenues of $16.8 million for three months ended Dec. 31, 1976, first quarter in company's history in which positive results have been posted. For same period last year, MCI reported loss of $6,889,000 (40 cents per share) on revenues of $7.8 million. Company has begun negotiations with its banks to restructure its debt.

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

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<th>Company</th>
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<td>Adams-Russell</td>
<td>3 mo. 1/2</td>
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<td>Capital Cities</td>
<td>Year 12/31</td>
<td>212,167,000</td>
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<tr>
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<td>LIN Broadcasting</td>
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<tr>
<td>Media General</td>
<td>Year 12/31</td>
<td>190,022,000</td>
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<tr>
<td>MCI Communications</td>
<td>9 mo. 12/31</td>
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<td>Rollins</td>
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<tr>
<td>Star Broadcasting</td>
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<td>16,022,720</td>
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<td>5,790,845</td>
<td>+ 113.7</td>
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<tr>
<td>Transamerica</td>
<td>Year 12/31</td>
<td>2,730,562,000</td>
<td>+ 13.5</td>
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<tr>
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<tr>
<td>United Cable Television</td>
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<td>8,570,000</td>
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<td>113,000</td>
<td>+ 145.1</td>
<td>.13</td>
</tr>
<tr>
<td>Washington Post</td>
<td>Year 12/31</td>
<td>375,730,000</td>
<td>+ 21.4</td>
<td>24,480,000</td>
<td>+ 103.3</td>
<td>.72</td>
</tr>
</tbody>
</table>

1Includes gain on sales of WSAI-AM-FM (BROADCASTING, Nov. 8, 1976) and Elber Outdoor Advertising totaling $1,683,000 net of applicable income taxes (25 cents per share).

2Includes gain of $1.8 million (20 cents per share) on sale of WCKY(FM) Cincinnati (BROADCASTING, Jan. 9, 1976). *Change too great to be meaningful.

Broadcast Journalism®

Talking about TV and the political process

Representatives Udall, Jordan will be on panel at NBC News Forum along with newscasters; highlights will be broadcast

Representatives Morris Udall (D-Ariz.) and Barbara Jordan (D-Tex.) will be among the panelists on the first of four panels at the NBC News Forum on the election process, to be held March 4-5 in Washington.

They will be joined by George F. Will, syndicated columnist, and John Sears, Ronald Reagan's campaign manager last year, in the panel on political primaries. Each panelist will present a specific proposal for primary reform, and these proposals will be debated by 75 to 100 invited participants, including politicians, political specialists, academicians, journalists and business and labor leaders.

Plans and participants for the first panel were announced last week by Alvin H. Perlmutter, NBC News vice president in charge of the Forum, which is being set up as a first-of-its-kind examination of American election procedures (BROADCASTING, June 28, 1976).

Herbert S. Schlosser, NBC president, will open the forum at 10 a.m. Friday, March 4. All sessions will be held in the Presidential ballroom of the Capital Hilton hotel.

Tom Brokaw, host of NBC-TV's Today will be moderator for the panel.

The second, that afternoon, will deal with campaigns, especially campaign financing, with NBC News Correspondent Catherine Mackin as moderator. The third, at 10 a.m. Saturday, March 5, will deal with the role of media—polls, advertising and promotion—with John Chancellor of NBC Nightly News moderating. A luncheon program on Saturday led by David Brinkley of NBC Nightly News will consider the vice presidential candidates and when and how they should be chosen.

The fourth panel, Saturday afternoon, will consider the presidential debates and Section 315, with NBC News correspondent Edwin Newman as moderator.

Panelists for the second, third and fourth panels are yet to be announced.

Journalism Briefs

Not lying down. Lawyers for CBS reporter Mike Wallace and producer Barry Lando have taken initial steps to appeal district court judge's ruling that newsmen must provide not only notes but also evidence of their "thought processes" during preparation of 60 Minutes program which is sub-
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Jubilant NBC explains nuts, bolts and rubles of Olympics deal

Schlosser, Howard and associates are confident pact with Russians won't go sour, and that network won't go broke; host country will spend another $75 million for equipment beyond $50 million they'll get for gear from NBC

NBC explained last week how and why it committed $100 million or more to coverage of summer Olympics that are more than three years off in a country that has proved difficult to deal with. The why boiled down to an expectation that NBC-TV can seize audience leadership and turn a profit in 150 hours of Olympic programming.

The company is also counting on the goodwill that the host nation, Russia, showed in the concluding phase of negotiations to carry through the July 19-Aug. 3, 1980, games. "Bob Howard [president of NBC-TV] was there," said Herbert S. Schlosser, president of NBC, at a news conference in New York last Monday, "and it was his feeling that the Russians want nothing to mar the games."

NBC will make 18 cash payments beginning this year and running through 1980 on a bill totaling $85 million—$22,366,667 to Russia for U.S. broadcast rights, $12,633,333 to the International Olympic Committee for U.S. broadcast rights and $50 million to Russia for production facilities, services and origination of the up link to the Intelsat satellite that will transmit coverage to NBC's headquarters in New York.

Officials refused to reveal the amounts and precise timing of the 18 installments. They said, however, that the most important factor leading to the agreement was the Russians' willingness to modify their earlier demands for "up front" payments of 40% in 1977 and the remaining 60% in 1978. Mr. Howard said that the Russians kept referring throughout negotiations to an NBC-TV advertising rate card.

If the games do not take place for any reason, NBC's contract stipulates that the Russians are to repay the network's money. But Mr. Howard and other members of the NBC negotiating team said there are no provisions for reimbursement if some of the entered teams, including the Americans, withdraw from the games. The contract does include, however, a provision establishing arbitration procedures if a dispute should arise.

NBC executives said at the press conference Feb. 7 that the commitment to the games displayed by the Russians convinced NBC that the risks were worth taking. Mr. Schlosser said that the Russians plan to spend $75 million besides the $50 million they will get from NBC to set up elaborate production facilities, including purchases of 196 color cameras and 40 "slow motion" video tape machines. The total Russian outlay of $125 million for equipment more than doubles the amount spent for the 1976 games in Montreal, he said.

NBC expects to spend between $12 and $15 million sending over equipment, including electronic cameras, and a staff of at least 250 people to set up its own broadcast center near Moscow. Russian and NBC camera crews will send feeds to the center from the five cities where events will take place—Moscow, Leningrad, Tallinn, Kiev and Minsk—for editing and broadcast in finished form via Intelsat satellite. Mr. Howard said the Russians had dropped their demands that Soviet-made feature material would have to be included in American broadcasts.

Despite the awesome production and financial demands, NBC executives exuded confidence last week that their decision will prove to be profitable, both in terms of affiliate and public relations and in actual profit.

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to judge is how program A will do against programs B and C," said Mr. Schlosser. "Our judgment is that program A—the Olympics—will do better than B and C. People don’t have to sit home and watch all the events. But across the board we think the Olympics coverage will wipe out the competition."

Mr. Schlosser said affiliates should make "millions and millions of dollars" in profits from local commercials sold during the planned 150 hours of coverage. The games are scheduled to run for 16 days beginning July 19, which works out to more than nine hours of Olympic coverage each day.

NBC said "more than 65 hours" of coverage would be in prime time—which works out, over the 16 days, to more prime time than is normally available to networks under the prime-access rule. NBC officials declined to elaborate pending consultation with affiliate leaders, but it was generally assumed coverage plans contemplate 7:30-11:30 p.m. N.Y. programming on many if not most nights.

Other sources said 67½ hours of night-time coverage are currently planned, consisting of 56½ hours of event coverage, three hours of opening ceremonies, two hours of closing ceremonies, a two-hour preview and a four-hour wrap-up of highlights.

How NBC plans to compensate its affiliates was not disclosed, and some sources indicated no specific plan had been fully decided upon—and that probably none would be until leading affiliates have been consulted on this and other details. Such a meeting with members of the NBC-TV Affiliate Board of Delegates, which is headed by Ancil Payne of KING-TV Seattle, is expected to be held within about 30 days.

Another unanswered question was rates to advertisers. Some speculation within NBC put the probable prime-time range at $185,000 to $200,000 an hour. Other sources, also within NBC, thought this somewhat on the high side.

 Authorities had estimated that, if NBC paid $85 million for the rights, other costs—its own production out-of-pocket, agency commissions, interest on advance payments demanded by the Russians and the like—would make it necessary to sell close to $135 million in advertising just to break even ("Closed Circuit," Feb. 7).

The normal load of commercials—seven minutes per hour in prime time, 12 per hour in other day-parts—would provide for 455 minutes of commercials in 65 prime-time hours and 1,020 minutes in the approximately 85 hours in other day-parts, or 1,475 minutes altogether. To recoup $135 million, the 1,475 minutes would have to be sold at an average of $91,525 each.

Actually, the $135-million estimate was lowered somewhat after NBC disclosed last week that the Russians had reduced their prepayment demands and permitted a schedule of 18 payments over the three-and-a-half years, thus reducing estimates of interest expenses. If the total cost were $125 million, say, the average commercial would still have to go for at least $84,745.

NBC sources insisted, however, that "we’ll make a lot of money" if sales reach $135 million and will also show a profit at $125 million. In talking about making a profit, they emphasized, they didn’t mean that NBC would make a greater profit with the Olympics than without them.

Mr. Schlosser said that he thinks the skyrocketing costs for Olympic rights reflect, besides increased expenses, a growing public interest in the Olympics generally and not the fact that the 1980 games will be in Russia. "I can’t tell how far [the costs] will go or whether the commercial networks will be able to afford the 1984 Olympics," he said. "Obviously, there has to be a limit."

One person associated with NBC came away from the Moscow negotiations substantially richer—Lothar Bock, a West German who had represented CBS in negotiations with the Russians before that network dropped out of the Olympics contest. Mr. Bock received a flat $1 million fee for securing the rights for NBC, plus a commitment for purchase of three sports and entertainment programs a year through 1981 from Mr. Bock’s West German production company. Mr. Bock worked on the CBS-Mary Tyler Moore presentation of the Bolshoi Ballet last year, and NBC is considering programs of his on the ballet, "The Nutcracker," and the opera, "Boris Godunov." NBC expects to adapt Mr. Bock’s international versions for U.S. distribution by editing in, for example, American entertainment stars acting as hosts. Mr. Bock will also continue to advise NBC during the network’s preparations for the Olympics.

ASCAP wants jump in radio payments

But broadcasters counter with demand for 25% cut; court may be asked to set fees

Jockeying for position in negotiations for new ASCAP radio station music licenses has begun.

The All-Industry Radio Music License Committee announced last week that the American Society of Composers, Authors and Publishers had demanded an approximately 16% increase in the commercial fee rate for radio stations’ use of ASCAP music when current licenses expire Feb. 28. This, the committee said, would add at least $3.5 million a year to the stations’ ASCAP bill, which in 1975 amounted to about $22 million.

The committee, which is headed by Elliott M. Sanger, retired chairman of WQXR-AM-FM New York, said it held a preliminary meeting with ASCAP representatives on Feb. 3 and rejected the demand. Instead, the committee came up with a series of proposals of its own, including "a substantial reduction" in the commercial fee.

Committee members declined to say
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ACTors. Action for Children's Television fifth annual Achievement in Children's Television Awards were handed out last week to 14 broadcasters in ceremonies in Boston. Honors also went to six corporations, which are the first awarded ACT's new Corporate Honor Roll Awards for commitments to children's programming. Accepting awards for their firms and their programs were (seated, l-r): David Braun, General Foods, Zoom; Lester Cooper, ABC News, Kidsworld; Robert Howard, NBC-TV, Mugey and Special Treat: Frederick Pierce, ABC-TV, Afterschool Specials; Peggy Charren, ACT; Larry Grossman, PBS, children's programs; Jesus Trevino, Educational Development Corp., Infinity Factory; Diane Bloomgarten, WMAG-TV Chicago, Bubblegum Digest; Kathy Welsh, KETC-TV St. Louis, Common Cents. Standing, l-r: Robert and Betsy Behrens, The Behrens Co., Kidsworld; Lester Strong, WSB-TV Atlanta, Operation Education; Robert Andrews, Johnson & Johnson, Mister Rogers' Neighborhood, Christine Metcalf, KQED-AM San Francisco, Kidswatch; John Louden, ITT, Big Blue Marble; William Bortree, Johnson & Johnson, Mister Rogers'; John Behnke, KOMO-TV Seattle, Boomerang; Topper Carew, WMAG-TV Boston, Rebop; James Fish, General Mills, Rebop; Sandra Ruch, Mobil, children's specials; Larry Wheeler, Sears, Mister Rogers'; Norman Axelrad, McDonald's Local Restaurant Association, Once Upon a Classic.

how much reduction they were seeking, but ASCAP sources said the committee asked that the fee rate be dropped by almost 25%. That would cut about $5.5 million off the stations' annual payments.

ASCAP officials countered that the commercial fee should be increased, as they proposed, not lowered. They contended that ASCAP "is in a stronger position in the charts" than it was when the current contract was negotiated in 1972, and that the ASCAP repertory's value has increased in other ways as well.

The committee, which represents some 1,400 stations, historically has argued that ASCAP music has consistently decreased in value to the stations and that ASCAP's rates should therefore decline.

Mr. Sanger said ASCAP wanted the commercial fee rate, now 1.725% of specified revenues, to go to 2% in the licenses that would take effect March 1. ASCAP sources, in turn, said the committee wanted to cut the rate to 1.3%.

Although he did not specify the size of the proposed cut, Mr. Sanger said the committee also asked for elimination of sustaining fees, the adoption of an incremental formula under which only one-half the rate would apply on revenues above a certain level, the right to deduct agency commissions paid to "religion agencies," an increased optional standard deduction available to all stations, "and other improvements in both the blanket and per-program licenses."

Mr. Sanger said representatives of the two sides would meet again in early March, and that the committee expected to ask the U.S. Southern District Court in New York to step into the dispute and set "a reasonable fee." This procedure is provided for in a consent decree governing ASCAP's operations.

Mr. Sanger also said ASCAP planned to send letters—and ASCAP officials confirmed that they had done so—to stations, proposing that they sign an extension of the present contract. Mr. Sanger emphasized that stations that have authorized the committee to act on their behalf, or that do so before Feb. 28, should not sign an ASCAP extension because, under the court procedures, they will be able to continue playing ASCAP music, even after the present license expires, "without fear of copyright infringement." When stations take an ASCAP rate case to court, the court sets interim rates—either the old rates or some modification—that remain in effect while the case is being decided.

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Classrooms of the air step in to fill void left by closings

As the record cold wave continues across much of the nation and dwindling natural gas supplies close schools, more and more broadcasters, cable operators and school systems are working together to provide interim lessons (Broadcasting, Jan. 31, Feb. 7). One of the most ambitious projects is the "School Without Schools" program developed by WBNS-AM- TV Columbus, Ohio, and the school system there. On Jan. 31 WBNS's executive vice president, Gene D'Angelo, called the superintendent of schools, Dr. John Ellis, and offered free TV and radio time since the schools (which have an enrollment of 100,000) would be shut down for the month of February. By Feb. 7 the project was ready to air. About 150 teachers participate in the live, 15-minute class segments that are aired weekdays on TV from 7:30 to 11:30 a.m.

According to Dr. Ellis, "We cover most of the basic curriculum and there's been a lot of creativity emerging. This is a most amazing example of the media coming to the rescue of the community in a crisis.

Radio instructions are on from 10 a.m. to 2 p.m., and they mostly feature instruction for the upper grades. The students meet once a week in various community buildings where the teachers give them assignments and grade homework that was assigned the week before and during the broadcasts.

The stations have said they will continue the broadcasts, if needed, for as long as the schools are closed. Ron Castell, WBNS's marketing director estimated the effort would result in a loss of approximately $200,000 for the combined TV-radio operations. "Our advertisers have been good," he said, "We run the commercials in clusters, during class breaks, and 99% of the advertisers said they would continue."

Two other Columbus stations, WTVN(TV) and WCMB- TV, later offered time and will be running educational films about two hours a day.

Coaxial Communications' 26,000-subscriber cable system in Columbus is also helping out. Beginning Feb. 8 the system started video taping instructions using nine teachers and about 15 students from a predominantly low income, black high school. The four-hour show runs daily from noon to 4 p.m. and is made up of 45-minute classes of supplementary material in such subjects as business, science, drama and industrial arts. In addition to keeping up with their classroom studies, the students involved are also getting a chance to work with the cable production staff and operate the color cameras in some cases. Coaxial's manager, Larry Wangberg said the program is scheduled for three more weeks, but would continue as long as there is a problem.

Zanesville, Ohio, also is faced with closed schools during February and WHIZ-TV there is pre-empting two and a half hours of NBC programming and an hour and a half of its own to provide live instructions by school teachers to the community. The local newspapers print the daily schedule of classes, which run for 20 minutes. WHIZ-TV also had to move and cluster its commercials and is losing money, but according to Robert Houdus, general manager, "Whatever we lose, it's well worth it. This is what local TV should do."

"Operation Catch-Up" is the name given to the media effort undertaken in Indianapolis. That city has a kind of team effort with commercial TV stations WISH-TV, WRTV, WTHR and WTTV simultaneously running a one hour program every Satur-

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The Harris TC-80...unquestionably unique. For more information, contact Harris Corporation, Broadcast Products Division, Quincy, Illinois 62301.

Operating the TC-80 on the roof of Grosvenor House, London, England, is American David Swain of Trilion Video, Ltd.
Educational experience. With schools closed for the month of February, educators in Columbus, Ohio, have taken to the airwaves of WENS-AM-TV there to provide instruction to their 100,000 students. And for four hours a day the lessons are on radio (above left) with two Columbus Central high school teachers delivering an English class. Lower and intermediate grades are aired for four hours on television (above, right) with reading teachers getting ready to go on before both the WENS cameras and a CBS minicam unit doing a network report on the “School Without Schools” program. The people behind the scenes (right) include (I-r): Richard Wolfe, president of the WBNS stations; Dr. John Ellis, superintendent of the Columbus public schools; Gene D'Angelo, WBNS executive vice president, and James Moskus, WBNS coordinator for the project. The project started Feb. 7 and is scheduled for the rest of the month. But if the schools are not opened at that time, WBNS said it will continue its media education plan for as long as necessary.

Since you're already aware of RCA quality, it makes sense to find out what's inside this FM transmitter.

We believe you'll be impressed.
Because RCA quality can be seen as well as heard. Our high power 5/10/20 and 40 kW Tetrode Transmitters are full of conservatively rated components for longer life. Exclusive linear power adjust of the IPA and PA make for low distortion at all power levels. Other features such as VSWR and under-power protection, filament adjust and extensive metering—all standard.
The low power 3/5 kW grounded grid transmitters are simple to operate and include many of the features found in the higher power units, such as vacuum capacitors, a large H.V. transformer, circuit-breakers, to minimize maintenance and down time.
Of course, all RCA FM transmitters are backed by 24-hour service on technical advice and parts distribution system that's a credit to the RCA name.
And if the RCA name means long-term quality to you, an RCA FM transmitter will confirm it. Send the coupon, today.
day morning for eight weeks. The program material is supplied by the city school system and the state department of public instruction. The idea of the program is to help the students make up the classes they missed when the schools were closed for 10 days. The schools have also been given time by eight commercial radio stations which will be filled for the most part with material from the schools’ noncommercial FM station’s program library.

In addition to this effort to catch-up, the schools also have a plan in case there are any more snow days. The noncommercial TV station there, wpyt, has taped a number of school-produced programs so that if the schools have to close it can run lessons from 8:30 a.m. to 6 p.m.

Other towns with emergency cable TV programming include:

- Findlay, Ohio, where Continental Cablevision cablecasts three-and-a-half hours a day of programming produced at the local high school.
- Buffalo, N.Y., where International Cable runs four hours a day each on two channels.
- Piqua, Ohio, where Valley Antenna Systems Inc. not only runs instructions for the students, but also weekend lessons to show parents how to teach their children at home.
- Wapakaneta, Ohio, when high school students program a channel on the Warner cable system and have provided emergency services during recent snowstorms.

House warming. An enterprise radio station isn’t about to be left out in the cold by the fuel shortage. Wocham-FM North Veron, Ind., is heating studios and offices by piping the excess from its 20 kw FM transmitter into the air conditioning system and tuning off the furnace. Station manager Charles Plummer said, “We’re keeping warmer than before.”

Great march. As a result of a fire that wiped out all the electrical power at the 30-story Winters Tower in Dayton, Ohio, Jan. 20, five who-tv technicians, four members of the news department and three salesmen hand-carried a 100-pound generator to the roof of the building, where the station’s incapacitated microwave facility is located. Called the “great march” by members of the expedition, it took two hours to lift the generator—borrowed from the city’s civil defense unit—up the stairwell, which could accommodate only two people plus the generator at one time. Those not carrying the generator hauled gasoline to run it or flashlights and photo batteries to light the way. Dayton has been suffering a severe energy shortage, and the bucket brigade-type climb was an effort to keep who-tv viewers informed of governmental meetings concerned with the problem and the solutions. Subsequent treks to the roof of the building with gasoline to run the generator were necessary until electricity was restored Jan. 26.

Q-T assigns two. Viacom Enterprises will be syndicator for Goodson-Todman’s access version of Family Feud daytime game show, already sold to five NBC-owned stations, and Firestone Program Syndication will be syndicator for G-T’s access version of Tattletales daytime game show, already sold to four of five CBS-owned stations (Broadcasting, Feb. 7).

And on the seventh day... NBC-TV said it will program late-night Sunday feature films on co-op basis as service to affiliates beginning in April. Affiliates will have right to sell all of network commercial time available within segment (11:30 p.m. to conclusion) and will pay network co-op fee. Features scheduled for telecast: “A Girl in My Soup” (Peter Sellers and Goldie Hawn); “Clambake” (Elvis Presley and Shelley Fabares); “Slaughterhouse Five” (Michel Sacks and Valerie Perrine) and “April Fools” (Jack Lemmon and Catherine Deneuve).

Fan scan. CBS Radio Network, which carried 1976 World Series, commissioned Opinion Research Corp., New Brunswick, N.J., to measure that audience. From interviews among 2,041 adults throughout the U.S. from last Nov. 8 to Dec. 14, ORC projected that 41 million different persons 18 or older tuned in to one or more games (28% of all adults in the U.S.) and they reported they had listened, on the average,
Auld lang syne. NBC-TV's celebration of its 25th anniversary continued in Washington last week as the network invited some 1,400 political and media luminaries to a reception in the Capital Hilton last Tuesday (Feb. 8). The most celebrated guests were those representing the new Carter administration, including Office of Management and Budget Director Bert Lance (at left in first photo above), talking with NBC Chairman Julian Goodman, and (center photo) Press Secretary Jody Powell, talking with the Today Show's Jane Pauley and Tom Brokaw. Lame ducks were also welcome; in the photo at right, NBC President Herb Schlosser is in conversation with outgoing (presumably on June 30) FCC Chairman Richard E. Wiley. Yesterday's heroes: The anniversary celebration began last month with a special broadcast Jan. 14, featuring such past cast members (picture at left, below) as (seated, I to r) Dave Garroway (1952-61), Jack Lescoulie (1952-67) and Frank Blair (1952-75), along with present cast members (standing, I to r) Gene Shalit, Tom Brokaw, Floyd Kalber, Jane Pauley and Lew Wood. Also on the air (picture at right, below): Sylvester L. (Pat) Weaver, a former chairman of NBC who while vice president in charge of television for the network was responsible for creating the Today, Tonight and (long departed) Home show concepts of the early 1950's.

Conservative viewpoint. Beginning March 3, former Senator James L. Buckley (R-N.Y.) will be commentator on National Public Radio's evening news magazine show, All Things Considered. He will offer perspective every other Thursday.

Updated. BBI Productions' "Update on Health" syndicated TV series has been cleared on stations in 40 markets, among them: WPXI-TV New York, KCOMP-TV Los Angeles, WGN-TV Chicago, KTTV-TV San Francisco, WCAU-TV Philadelphia, WKBV-TV Detroit and WPHH-TV Pittsburgh. "Update" package includes weekly half-hour program, House Call, 90-second news inserts and one-hour specials dealing with health subjects. BBI is located at 5 TV Place, Needham, Mass. 02192.


Sleuthing. Mystery series, Sherlock Holmes Radio Theater is available on 39-week nationally syndicated basis. Programs are 30 minutes each and produced by KIIS Workshop Radio Players in association with Michael Anthony Productions, 8560 Sunset Boulevard, Los Angeles 90069.

Fair-weathered friends. WFTL(AM) Fort Lauderdale, Fla., is giving listeners chance to bring their "frozen" friends and relatives from North for paid vacation in Florida. Station's "Fly Friend to Florida Contest" invites listeners to nominate someone that they think deserves break from cold, then station selects deserving couple, paying airfare and hotel bill for three-day weekend. Floridians don't win anything except pleasure of friends' relatives' company. Contest runs for four weeks.


Program services. Elizabeth Bain Associates has been formed to provide independent program service for TV stations, advertising agencies and CATV systems. Main office is at Taylor building, Post Road, Cos Cob, Conn. 06807, with office to open soon in New York.

Bout about. In reversal of usual roles, broadcaster picked up programing from cable TV when Muhammed Ali went to
Boston Jan. 29 for boxing exhibition to raise funds for Elma Lewis School of Fine Arts. Warner Cable Co. officials said they'd obtained rights to tape exhibition, planned to (and later did) use tape on Warner's six systems in area. Meanwhile, they reported, ABC Sports bought copy—which Warner people flew to New York—and used about three minutes on next day's Wide World of Sports. Purchase price, according to Warner: Reimbursement of contribution Warner had made to Lewis School to obtain rights, said to be "less than $1,000."

Six for 7:30. Viacom Enterprises has obtained worldwide distribution rights to Little Vic, group of six half-hour programs about orphan boy and horse. Series was produced by Daniel Wilson in association with ABC-owned TV stations, which will carry programs, starting this month, in prime access time.

MBN black vignettes. Mutual Black Network has purchased Creative Universal Products' 50-part Black Historical Perspectives for airing this month, Black History Month. Two-minute programs will be aired twice daily and sponsored by Anheuser-Busch for Budweiser.

Raising his sights. For five years Al Sperber has produced and been host of his own half-hour Out of Sight on WHTI (AM) New York. Program is beamed at blind and handicapped and features interviews by Mr. Sperber, himself blind, with outstanding individuals from all segments of society. Out of Sight Products, 85-04 105th Street, Richmond Hill, N.Y. 11418, now is offering program in syndication to other stations.

In the public's service. Entries in Scripps-Howard Foundation's Roy W. Howard award contest for public service by radio and TV stations are due March 1. Radio entries must be submitted on quarter-inch audio tape at seven and one-half or three and three-quarter inch rips or on cassette. TV entries must be on three-fourths inch video-tape cassette only. Submit to Ben Hevel, Scripps-Howard Foundation, 500 Central Avenue, Cincinnati 45202.

All-new. Former KNAI-FM San Francisco is now KYU, following switch from all-news to music. Station is NBC-owned, was with NBC's News and Information Service. It operates on 99.7 mhz with 45 kw.

**ABC-TV monopolizes Golden Globes too**

ABC-TV captured seven out of nine of the Golden Globe awards for television that were presented by the Hollywood Foreign Press Association. TV minions proved to be very strong, winning all of the five categories in which they were nominated.

**Rich Man, Poor Man: Book I** (ABC) was named the best drama series, and three of its stars received top honors: Susan Blakely for best dramatic actress, Josette Banzet for best supporting actress and Edward Asner for best supporting actor. Richard Jordan, the star of NBC's Captains and the Kings, received the award for best dramatic actor.

ABC's Barney Miller was named the best comedy/musical series: Henry Winkler of Happy Days (ABC) was voted best actor in a comedy/musical series; and Carol Burnett was named best actress in the category for her CBS musical-variety series. "Eleanor and Franklin" (ABC) was named the best made-for-TV movie.

Television also was in the minds of the association's members when they bestowed four awards on "Network," the satirical movie that lampoons the television industry (BROADCASTING, Nov. 22, 1976). Paddy Chayefsky won for his screenplay, Sidney Lumet for his direction, and acting awards were given to Faye Dunaway and the late Peter Finch.

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**FREE A BRAND-NEW SERIES OF PRIZE-WINNING PUBLIC SERVICE RADIO & TV SPOTS**

Running in circles. That's what hundreds of thousands of men and women in all walks of life are doing day after day. They're cramming too many activities into too few hours. They're wearing themselves down. And they're neglecting their health in the process.

This new series of public service spots is aimed at making the public more aware of the dangers associated with living at too fast a pace.

Order free radio or TV spots now without obligation... and help America... and yourself... to better health.

---

Most people are running in circles... help get them off the Merry-Go-Round

---

**PUBLIC SERVICE SPOTS AVAILABLE FREE --------- ORDER COPIES NOW**

---

TO: American Advertising Federation
2200 Grand Avenue / Des Moines, Iowa 50312

Please send me your new series of produced public service spots titled "The Merry-Go-Round" for:

☐ Television (1-60 sec. and 130 sec. Filmed Spots)
☐ Radio (6-30 sec. taped Spots)

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

Program Director

Station

Street Address

City State Zip

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Broadcasting Feb 14 1977 95
### Playlist Feb 14

**Sales-airplay syllogism.** "Every record that goes gold goes top 10, although not every top 10 is a gold record," is the rule of thumb of John Doyle, Columbia Records national sales co-ordinator. Not quite to prove his point: Enjoy Yourself by the Jacksons, Columbia's latest gold success, achieved that status less than two weeks ago although it hasn't made top 10 in airplay. ('Playlist' reports it at 12 this week). Mr. Doyle predicts this disco tune, which gathered momentum on rhythm and blues charts, will certainly be top 10. No breeze. But selling a million singles is still unusual, says Mr. Doyle. Of all the records released in 1976, only 53 made gold, and of those, CBS had 10. A strictly contemporary record, like Barbara Streisand's Love Theme from "A Star Is Born" (Columbia), takes longer to reach gold. (It bolts to nine on "Playlist" this week.) The whole process, from release to gold, can take up to four months, says John Doyle, Clincher. Mary MacGregor's Torn Between Two Lovers achieved gold status last Thursday (Feb. 10), and bolts to number one on "Playlist." Its wide base of appeal—played by contemporary, country and MOR—made this great song, says Julie Zimand of Ariola America.

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#### Country

<table>
<thead>
<tr>
<th>Rank by day</th>
<th>Title (length)</th>
<th>Artist-label</th>
<th>Rank by day</th>
<th>Title (length)</th>
<th>Artist-label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Near You (2:21)</td>
<td>George Jones &amp; Tammy Wynette—Epic</td>
<td>1</td>
<td>Heart Healer (2:31)</td>
<td>Crystal Gayle—MCA</td>
</tr>
<tr>
<td>2</td>
<td>Don't Be Angry (3:30)</td>
<td>Donna Fargo—ABC/Dot</td>
<td>2</td>
<td>I Can't Help Myself (With My Mind So Full) (3:38)</td>
<td>Billy Davis Jr.—Epic</td>
</tr>
<tr>
<td>3</td>
<td>Moody Blue (2:45)</td>
<td>Elva Presley—RCA</td>
<td>3</td>
<td>Let My Love Be Your Pillow (3:14)</td>
<td>Ronnie Milsap—RCA</td>
</tr>
<tr>
<td>4</td>
<td>Crying (3:53)</td>
<td>Linda Ronstadt—Elektra/Asylum</td>
<td>4</td>
<td>Rainy Rambos (2:40)</td>
<td>Tanya Tucker—MCA</td>
</tr>
<tr>
<td>7</td>
<td>I'll Keep Your Love in My Pocket (3:15)</td>
<td>Crystal Gayle—United Artists</td>
<td>7</td>
<td>Love Theme to a Baby (3:48)</td>
<td>Bobby Darin &amp; Orchestra—Columbia</td>
</tr>
<tr>
<td>8</td>
<td>Midnight Love (3:48)</td>
<td>Crystal Gayle—United Artists</td>
<td>8</td>
<td>Let Me Be Your Angel (3:00)</td>
<td>Crystal Gayle—United Artists</td>
</tr>
<tr>
<td>10</td>
<td>I'll Keep Your Love in My Pocket (3:15)</td>
<td>Crystal Gayle—United Artists</td>
<td>10</td>
<td>Sweet Dreams (Are Made of This) (3:31)</td>
<td>Crystal Gayle—United Artists</td>
</tr>
<tr>
<td>11</td>
<td>I'll Keep Your Love in My Pocket (3:15)</td>
<td>Crystal Gayle—United Artists</td>
<td>11</td>
<td>My Heart Belongs to Daddy (3:25)</td>
<td>Crystal Gayle—United Artists</td>
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<tr>
<td>12</td>
<td>I'll Keep Your Love in My Pocket (3:15)</td>
<td>Crystal Gayle—United Artists</td>
<td>12</td>
<td>I'll Keep Your Love in My Pocket (3:15)</td>
<td>Crystal Gayle—United Artists</td>
</tr>
</tbody>
</table>

#### Over-all rank

<table>
<thead>
<tr>
<th>Week</th>
<th>Last week</th>
<th>Title (length)</th>
<th>Artist-label</th>
<th>Rank by day</th>
<th>Title (length)</th>
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<th>Rank by day</th>
<th>Title (length)</th>
<th>Artist-label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Tom Between Two Lovers (3:40)</td>
<td>George Harrison—Arista America/Capitol</td>
<td>1</td>
<td>Near You (2:21)</td>
<td>George Jones &amp; Tammy Wynette—Epic</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>New Kid In Town (6:02)</td>
<td>Eagles—Asylum</td>
<td>2</td>
<td>Don't Be Angry (3:30)</td>
<td>Donna Fargo—ABC/Dot</td>
<td>2</td>
<td></td>
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<tr>
<td>3</td>
<td>3</td>
<td>Hot Line (2:59)</td>
<td>Sylvester—Capitol</td>
<td>3</td>
<td>Moody Blue (2:45)</td>
<td>Elva Presley—RCA</td>
<td>3</td>
<td></td>
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<tr>
<td>4</td>
<td>4</td>
<td>Blinded by the Light (3:48)</td>
<td>Manfred Mann—Warn Bros.</td>
<td>4</td>
<td>Crying (3:53)</td>
<td>Linda Ronstadt—Elektra/Asylum</td>
<td>4</td>
<td></td>
<td></td>
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<tr>
<td>5</td>
<td>5</td>
<td>Car Wash (3:18)</td>
<td>Rose Royce—MCA</td>
<td>5</td>
<td>Rainy Rambos (2:40)</td>
<td>Tanya Tucker—MCA</td>
<td>5</td>
<td></td>
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</tr>
<tr>
<td>6</td>
<td>6</td>
<td>I Wish (4:12)</td>
<td>Stevie Wonder—Tamla/Motown</td>
<td>6</td>
<td>Let Me Be Your Angel (3:00)</td>
<td>Crystal Gayle—United Artists</td>
<td>6</td>
<td></td>
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<tr>
<td>7</td>
<td>7</td>
<td>Boston—Long Time (3:30)</td>
<td>John McVicar—Arista</td>
<td>7</td>
<td>You Never Miss a Real Good Thing (3:47)</td>
<td>Crystal Gayle—United Artists</td>
<td>7</td>
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<td>8</td>
<td>8</td>
<td>Man of La Mancha (3:35)</td>
<td>Elton John—Capitol</td>
<td>8</td>
<td>Love Theme to a Baby (3:48)</td>
<td>Crystal Gayle—United Artists</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>9</td>
<td>Stand Tall (3:20)</td>
<td>Burton Cummings—Portrait/CBS</td>
<td>9</td>
<td>It's Eight O'clock (3:53)</td>
<td>Crystal Gayle—United Artists</td>
<td>9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>10</td>
<td>Kiss the Girl Goodbye (3:37)</td>
<td>Barbra Streisand—Columbia</td>
<td>10</td>
<td>Love Theme to a Baby (3:48)</td>
<td>Crystal Gayle—United Artists</td>
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<tr>
<td>11</td>
<td>11</td>
<td>This Thing is Calling (3:30)</td>
<td>Garth Brook—Elektra</td>
<td>11</td>
<td>You Make Me Feel Like Dancing (2:48)</td>
<td>Leo Sayer—warn Bros.</td>
<td>11</td>
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<tr>
<td>12</td>
<td>12</td>
<td>The Old Man (3:07)</td>
<td>Elton John—Capitol</td>
<td>12</td>
<td>I'll Keep Your Love in My Pocket (3:15)</td>
<td>Crystal Gayle—United Artists</td>
<td>12</td>
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</tr>
</tbody>
</table>

These are the top songs in air-play popularity as reported by a select group of U.S. stations. Each has been "weighted" in terms of The Pulse Inc. audience ratings for the reporting station on which it is played and for the part of the day at which it appears. A ($) indicates an upward movement of five or more chart positions.
Broadcasters disagree with FCC task force on allocations and make their recommendations while AM radio people express varying feelings as to whether to expand the band or not.

The battle for spectrum space was fought out on paper last week as broadcasters, land-mobile service users, citizen-band enthusiasts and others filed comments at the FCC. Their purpose is to win the commission's favor when it sets international frequency allocations at the 1979 World Administrative Radio Conference.

The comments came in response to a preliminary allocations table the commission released at the December (BROADCASTING, Dec. 13, 1976). Left unanswered were plans for portions of the UHF spectrum, 470-890, which broadcasters fear could be parceled out to land mobile and other services.

The Private Land-Mobile Service Working Group, an industry task force set up by the commission, has recommended that land mobile continue to share 470-512 mhz (channels 14-20) with broadcasters, be given "co-equal access" to 512-806 mhz (channels 21-69) and exclusive hold on 806-890 (channels 70-83). Only with the additional space does it believe "overcrowding" of land-mobile users can be prevented.

The Television Broadcasting Service Working Group (SWG), however, believes this could lead to the "emasculating" of TV broadcasting and charged that land mobile requests "are based upon claims but unsupported current needs...." It recommended that the temporary sharing of 14-20 be ended, that channels 21-69 be reserved exclusively for television and that channels 70-83 be shared with television transmitters. Earlier this month, the chairman of that group, James D. Parker of CBS-TV, wrote FCC Chairman Richard E. Wiley accusing the commission of ignoring the group's findings when it called for the latest set of comments (BROADCASTING, Feb. 7).

Broadcasters predominantly stood firm behind the Television Broadcasting SWG. The group "demonstrates that no alternatives exist to replace the unique, locally based, yet nationwide, American system of television ..." the Association of Maximum Service Telecasters said. "Moreover, it is shown that sharing of the UHF-TV spectrum, except as proposed for channels 70-83, means reducing, if not eliminating, the flexibility for growth and development of all television broadcasting services." AMST argued that sharing would undercut the commitment of Congress, the FCC and the public to television.

It reminded the commission of FCC studies that showed how "the removing channels 53-69 from the broadcasting service would result in the complete loss of at least 15 presently occupied assignments for future assignments." It claimed that no new monitoring data has been offered by land-mobile users and "the existing data only rebut private land mobile's demands for additional spectrum."

Furthermore, AMST said that surveys from land-mobile users show that "the present land mobile spectrum is not congested."

On the other hand, the Utilities Telecommunications Council charged that the Land-Mobile SWG report was "based upon well organized and accepted methodology ... compared to the ludicrous and misleading generalities found in the TV Broadcast SWG report."

AMST also argued against allocating other parts of the UHF spectrum to other services. For example, it claimed, "the demand by the Radio Astronomy SWG for reallotment of UHF-TV channels 36 and 37 (602-614 mhz) is conspicuously lacking in even an attempt at support."

The National Association of Broadcasters told the commission that it subscribes to the conclusions of the television working group. It said, "We wish to stress at the outset that the NAB is deeply concerned about any proposals which might harm the growth of UHF television ..." and claimed that the UHF portion of the spectrum is best used by television. It said it "knows of no other proposed or existing system capable of serving communities of license as well as the present one premised on localism." NAB also said it takes "strong exception" to claims that over-the-air UHF will be replaced by fiber optic technology or cable by the year 2000.

Another group "particularly alarmed" was the Public Broadcasting Service. "UHF is the only source of public television for one out of every four American homes," it said, adding that consideration of reallocating UHF space "is most unfortunate and of the utmost importance when VHF is nearly saturated and the public is turning to UHF. The Council for UHF Broadcasting said that "it is difficult to urge industry and government understanding of UHF development when it is uncertain whether and how much of a UHF television band there will be to develop." The Associated Independent Television Stations called such a move "foolhardy" now that FCC and congressional policies regarding UHF "have finally begun to bear fruit." The Department of Health, Education and Welfare said that "adequate spectrum space" for television "should be considered a high priority in this band" since a substantial part of the population is not yet served by public broadcasting.

Metromedia Inc. went a step further than most, asking that "any sharing of this spectrum space [470-890 (channels 14-83)] should be discontinued." NBC argued that the expansion of the reservation for channel 37 for radio astronomy "should not be allowed to pre-empt TV service." It claimed that the channel should only be protected at a limited number of observatories. ABC said that "no policy should be taken to restrict" broadcasters' ability at 470-806 mhz.

Medallion Broadcasters Inc., licensee of KMEG-TV Sioux City, Iowa (channel 14), accused the FCC of being "insufficiently concerned" about UHF TV stations. Fisher's Blend Station Inc., licensee of KOMO-TV Seattle and KATU(TV) Portland, Ore., claimed that "sharing" will impair TV service and mean "de facto reallocation." It also agreed with the recommendations of the Television Broadcasting SWG, as did WGN Continental Broadcasting Co. and Gilmore Broadcasting Corp.

Another task force, the AM Broadcasting Service Group, recommended that the FCC seek addition of 21 more channels on the AM band—one at 523-535 khz and the remainder at 1605-1805 kkhz. The group called those frequencies "ideal for standard broadcast operations ... these frequencies [at either end of the present band] can provide groundwave and skywave service which can reach large areas of population." It estimated that there would be need for another 1,250 AM stations by the year 2000. The group recommended that present 10 khz channel separations be maintained.

The NAB said that the two additional AM channels the commission has proposed would be "woefully inadequate" and joined the call for more AM space. It also claimed that 10 kzh spacing is vital to allow "newly emerging transmission techniques" such as AM stereo. The Association for Broadcast Engineering Standards said a reduction in channel separation would lead to "degradation" of present quality.

ABC said "it seems logical to allow for..."
orderly growth in those frequencies immediately adjacent to existing AM frequencies." NBC, however, asked the FCC to retain the present limit, claiming that there are more "pressing needs for additional spectrum for other services." NBC argued that there already is a multiplicity of voices and that minority ownership can be obtained through the "substantial turnover.

The National Radio Broadcasters Association opposed any increase in space or reduction in channel separation. It said that an increase in AM stations, which would result, "will only serve to increase competition which has already reached a destructive level in many radio markets and will ultimately serve as a detriment to the public interest it is intended to promote.'

The Clear Channel Broadcasting Service, however, supported expansion of AM service. It asked the commission to allow more regional and local service while removing the 50-kw limit on Class I-A stations and not to assign any more stations to Class I-A frequencies.

But it wasn't only domestic radio stations licenses that called for more spectrum space. Far East Broadcasting Co. said it was "saddened" that the FCC didn't take a closer look at international broadcasting. Trans World Radio and Trans World Radio Pacific said the FCC "erroneously concluded that the requirements for additional frequencies in the international broadcasting field are "static.'" Family Stations Inc. said that "band expansion is the only solution we know of:"

Trying to get technology on VTR's together

Broadcasters set up meetings with manufacturers to make their recommendations on what they want in one-inch tape recorders, and 'compatibility' is the word

ABC and CBS have notified manufacturers of one-inch helical video-tape recorders that their networks are anxious to use the new products, but they want to see compatibility standards established between different models.

Meetings toward establishing such standards have been scheduled. But one of the major competitors in the market, Sony, has indicated a strong reluctance to abandon production specifications in which it has already invested millions of dollars.

The two networks submitted their proposals at the winter television conference of the Society of Motion Picture and Television Engineers last month. Since then the society has organized two working groups to study the problem for both segmented and nonsegmented VTR's. An eventual recommendation for voluntary guidelines is to be made to the American National Standards Institute.

Establishing compatibility for the segmented recorders is considered to be a formality, since the companies now own the American market—RCA, International Video Corp., Philips and Bosch-Fernseh—have already adopted the same standards. But standards for the new and modified nonsegmented models are a different story: Ampex and Sony both introduced broadcast-quality one-inch VTR's last year, and they are incompatible. Network engineers say the nonsegmented recorders are less expensive, lighter and cheaper to operate than quadruplex machines, but at a minimum cost of $20,000, networks didn't want to tie themselves to one manufacturer.

"When you get into these recorders you're making a particularly large investment," said Julius Barnathan, ABC's president in charge of broadcast operations and engineering. "So you don't want to be at the mercy of one manufacturer, and you want to see the standards the art continue to evolve. You're trying to tell them [VTR manufacturers] that we are prepared to commit ourselves to this system if we can get some compatibility.'

But Sony says it would prefer a wide-open market. David MacDonald, general manager of Sony's broadcasting division, said his company has invested four years and about $4 million developing its BHV-1,000 VTR, which has a basic list price of $33,000. The recorder went into production last November and deliveries began in January. According to Mr. MacDonald, Sony has sold three prototypes of the BHV-1,000 to CBS-TV, which are to be replaced soon with the new production model, as well as five to NBC with a standing order for three more in March.

"We're eager for compatibility standards within the existing format," said Mr. MacDonald, meaning Sony's format. "But we're not going to sell all these tape recorders and then six months later turn around and say, 'Sorry Mr. Jones, you're obsolete.'"

(Robert Butler, NBC's director of technical development, said his network was in immediate need of VTR's which were smaller and yet as capable as quadruplex recorders. He said his network did not join ABC and CBS in proposing compatibility standards at the SMPTE convention on advice from its lawyers but that the NBC purchase did reflect a commitment to Sony. RCA, NBC's parent, makes a segmented one-inch VTR, but not a nonsegmented model.)

Ampex is taking, at least publicly, a more conciliatory position. The company began shipping its VPR-1 model in December and has taken more than 100 orders, according to Donald V. Kleffman, vice president and working manager of Ampex's audio-visual division. Prices for the VPR-1 range from $20,000 to $40,000, depending on which options are chosen with it.

"I think it would be advantageous to the customer and to the industry to come up with a compatible format," Mr. Kleffman said. "We're willing to sit down and discuss it, providing of course that our worthy competitor wants to come to the table with the same desires.'

The proposal submitted by CBS and ABC contains a number of detailed requests for features besides the simple ability to play tapes from one model on another. But both industry and network engineers say the specifications amount to a sort of shopping list of features the networks would like to see on their "ideal' VTR.

"It [the proposal] is only a strawman," said William Connolly, director of engineering development for CBS and a member of the SMPTE VTR Committee on nonsegmented VTR's. "It's only a means to get these people together and talk.'

Antitrust regulations have prevented such discussion from taking place outside an industrywide forum such as that provided by SMPTE. The first meeting of the nonsegmented VTR group, which will include at least 20 potential users and makers of the recorders, is scheduled for Feb. 23 at the CBS building in New York.
TOP TEN INDEPENDENT TV STATIONS
AUDIENCE SHARE
SUN.-SAT. 7 AM-1 AM

1. WGN  Chicago  17

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As reported at the recent INTV Convention

Source: NSI November 1976
Data subject to qualifications listed in report
connection of points outside the contiguous U.S., the use of multiple-originating points, increased coverage of special events, and new opportunities for distribution specialized programing.

Under the plan approved last week:
PBS will construct and operate a main origination earth station in Fairfax county, Va., near Washington. It will be equipped with two 11-meter parabolic antennas capable of transmitting in the 6 ghz band and receiving in the 4 ghz band.

Western Union will provide the space segment—three full-time transponders on its Westar I satellite, with Westar II as a back-up.

Between 150 and 165 receive-only earth terminals, each employing a 10-meter antenna will be owned by and licensed to public television stations in the contiguous U.S., Alaska, Hawaii, Puerto Rico, and the U.S. Virgin Islands.

And up to five transmitreceive terminals will be operated by and licensed to public broadcast stations, or regional groups of such stations, throughout the country.

CPB will provide $32.5 million of the $39.5 million the system will cost from funds appropriated by Congress and through a line of credit provided by a syndicate of commercial lenders headed by the Bank of America. The remaining $7 million will come through direct contributions from CPB, PBS, the noncommercial stations, the Kresge Foundation and a grant/loan from the Ford Foundation.

**Technical Briefs**

**Shutdown averted.** RCA Records has completed negotiations with National Association of Broadcast Employees and Technicians on a new contract and said agreement will enable company to continue operations at its New York studios. RCA Records closed its recording studios in Nashville and Hollywood last month in economy moves and said it might close its New York studio unless satisfactory arrangement was reached with NABET (BROADCASTING, Jan. 17). RCA employs 41 engineers in New York.

Some talking goes on. Negotiations for Sony Corp.'s purchase of Westinghouse Electric Co.'s color-tv picture-tube business have been ended but talks are continuing with Sony and "others" on possibility of buying equipment, Westinghouse spokesmen said last week. They said color-tube plant, located at Horseheads, N.Y., was closed at end of 1976.
Last week we sent 565 qualified sales leads to our affiliates.

What's your network done for you lately?

At the National Automobile Dealers Association convention in New Orleans, the NBC Radio Network booth produced the names and addresses of 565 new car dealers who are hot radio prospects in their markets. We've passed them on to our affiliates.

Think about what kind of help your network's given you in getting new business. It's time to call Steve Lindberg at (212) 664-4444 if all you've been getting from them is the business.
Broadcasting Ad

James E. Mortenson, chief financial officer, Young & Rubicam Inc., New York, named president, Young & Rubicam Affiliates there replacing William R. Reilly, vice chairman and president, who is retiring. Leonard S. Matthews, former assistant secretary of commerce, Ford administration, and former president of Leo Burnett, joins Young & Rubicam National, New York, as president.

Eighteen newly elected partners, Thatham-Laird & Kuder Advertising—from New York office: Robert H. Cherfins, general manager of director marketing; John T. Hughes, media director, and Archie A. Sader, account supervisor. From Chicago office: John D. Beam, account executive; Irene R. Block, creative director; Roger Cleary, art director; Andrew F. Donchek, media planner; Carl R. Granath, associate creative director; Willard L. Hemsworth II, media planner; Daniel W. Kristofek, associate creative director; Dan M. Mountain, associate creative director; Robert V. Nilson, art director; Patrick L. Remy, account executive; Joan M. Sadock, manager of business affairs, commercial production; Allan D. Schmidt, associate creative director; Perry J. Stebor, producer; Edward J. Steffes, account executive, and Paula Kahn Wolgast, account executive.

Gail R. Troll, sales director, WCBS-TV New York, appointed sales VP, CBS-TV Stations Division. Ms. Troll succeeds Jim Sowards who resigned in December. She is first woman VP in that division.

Joel Cohen, director, special projects, ABC TV, New York, named director of sales development. Allen Hirschman, manager of promotion, appointed director, special projects. Irving Zimmerman, production coordinator, named coordinator of production and traffic.

John P. Kraushaar Jr., management supervisor; Robert S. Levinson, director of network programming, and Robert B. MacDenoid, VP and director of media, BBDO, New York, elected to board of directors.

Ten newly elected VP’s, Ogilvy & Mather, New York: Wilma Epstein, assistant media director; Robert Haller, management supervisor; Rochelle Lazarus, Norman MacMaster, Edward Vich, and Matthew Walsh, account supervisors; Gary Press, broadcast account supervisor; Catherine Martin and Thomas Rost, copy supervisors, and Daley Nieland, head of casting.

Thomas J. Glynn, VP/media director, N.W. Ayer, New York, joins Campbell-Ewald, Detroit, as executive VP/media director.


Gordon M. McDonald, in creative services department, Leo Burnett, Chicago, named account supervisor. Edward M. Freeman, associate research director, appointed manager of administration and operations, research department. Valerie Wiley, research analyst, Leo Burnett, Chicago, named associate research supervisor; James J. Casa, art director, appointed senior art director; Donna L. Stamm, copywriter, named copy supervisor.

Charles E. Miller, manager, personnel administration, Benton & Bowles, New York, named VP, personnel.


James B. Patterson and Andrew A. Romano, creative supervisors; ErnestEmer- ling Jr., account supervisor, and Tom T. Yamada, senior art director, J. Walter Thompson, New York, named VP’s. David Bennett, copywriter, JWT, Chicago, promoted to creative group head there. Phil Brubaker, Paul Hills, Irene Maksym, Nadene Martens, Ken Ohr and Dave Reiner, media planners, JWT, Chicago, appointed media supervisors. Hugh O’Brien, associate director of media services, national advertising department, Sears, Roebuck, Chicago, joins JWT there as associate media director. John F. Tukey, senior VP/management director, Leo Burnett there, named JWT senior account manager. Dean Thiel, director of business communications firm in Los Angeles, joins JWT there as associate director of public affairs.


Bernard Safyan, account executive, Cunningham & Walsh, Los Angeles, joins Asher/ Goud Advertising, Beverly Hills, Calif., in same capacity.

Timothy R. O’Brien, head of promotion/marketing department, WRFDAM Columbus, Ohio, named public relations account executive, Trends and Associates advertising there. Patricia Erwine, media coordinator, HIS Marketing, Akron, Ohio, joins Trends and Associates as media buyer.

Howard Seid, copy chief and account executive, Newmark, Posner & Mitchell advertising, New York, joins N.W. Ayer there as creative contact.

Edmund M. Reilly, formerly general manager of Adam Wolsky & Friends, New York advertising agency, joins Blaise Associates, advertising and sales promotion agency there as principal and will function in areas of account management, sales and administration.

Sharon L. Brown, director of radio/account executive, BookMcDavid Sykes Associates, New York, joins DKG Advertising there as director of public relations.

Kay Baltrukonis, co-media director, Sander, Levitt & Sagorsky, Philadelphia, joins Norman Robert Associates there as media director.

Richard R. Jones, who served in various administrative posts with ABC Inc., New York, named manager of television sales service for ABC Television Spot Sales there.

Joseph Vincent, VP for regional sales, Radio Advertising Bureau, New York, promoted to senior VP.

William E. Breda Jr., sales manager of Blair Television Station Division, named VP.

Thomas J. Griffin, representative, Savall/Gates, Chicago, promoted to Midwest manager there. Emil Lach, account executive, Pro/Meeker Radio there, joins S/G in same capacity.


Joseph F. Mahan, local sales manager, WORT Buffalo, N.Y., joins WIS-TV Columbia, S.C., as national sales manager.

David B. Putnam Jr., from WAGA-TV Atlanta, joins WBT(TV) Charlotte, N.C., as assistant gen-
eral sales manager, national. Becca Featherstone, salesperson for Stamford, Conn.-based Xerox Corp., joins WATV as account executive.

Patty Kay, from KDOS-TV Houston, named retail sales coordinator, KEYH(AM) there. Malele Stout, from Stout Advertising, San Antonio, Texas, joins keyh as account executive.


C.P. (Chipp) Planchar, account executive, WATM-FM West Palm Beach, Fla., appointed AM sales manager.

James Wesley Turner, advertising director, The Coastlands Times, Manteo, N.C., joins WBOB-AM-FM Wanchese, N.C., as sales manager.

Chuck Chakel, national/regional sales manager, KUGN(AM) Eugene, Ore., promoted to general sales manager.


Charlie Wright, account executive/Point of View commentator, WELI(AM) New Haven, Conn., is retiring after 42 years with station.

David L. Summers, local account executive, WRTH-AM Altoona, Pa., appointed local sales manager.

Herb Loops, VP, Tri-State Insurance Corp., named sales manager, KUAM(AM) Iowa City, Iowa.

Jane Sachs, assistant supervisor, public relations department, Bernard Haldane Associates, Boston, and Susan Hall Hosea, account executive, WMC-FM Memphis, join WOR(FM) Boston as account executives.

Ted York, from Ted York Advertising, Troy, Ohio, joins WPTW-AM-FM Piqua, Ohio, as account executive.

Michael Bayer, account executive, WIZ-TV Baltimore, joins WXYZ-TV Detroit in same capacity.

**Programming**

George Mitchell, VP/general sales manager, National Telefilm Associates, Los Angeles, rejoins Warner Bros. Television distribution, Burbank, Calif., as VP/domestic sales manager, succeeding Ken Joseph, who after three-month trial period, had decided to return to New York to start his own distribution firm. John Whiteside, VP/nonthetrical division, appointed VP, foreign sales, television distribution.

Lewis Erlich, general manager, WLS-TV, ABC-owned station in Chicago, elected VP, programs, East Coast, ABC Entertainment.

Dave DeBusschere, former commissioner of American Basketball Association, appointed senior VP of Trans World International, New York, and staff VP, television and films, for parent company, International Management Group of Cos.

Edward Donahue, studio production manager for CBS Studio Center, Hollywood, appointed general manager of center.

Stephen J. Schaffer, assistant to president, Allied Artists Pictures Corp., New York, named director of film acquisition, Time-Life Television there, marking company's entry in feature film market. He will be responsible for acquiring and investing in films for both TV and nontheatrical markets.

Peter S. Palmer, associate producer/talent coordinator, Lorenzo and Henrietta Music Show for MTM Enterprises, Studio City, Calif., joins Vidtronics, video-tape production and post-production firm, as director of sales.

Bill Grosscup, general manager, WEVU-TV Naples, Fla., named president, Florida Outdoors TV Productions there. Candy MacGillivray, program director, WEVU-TV joins Florida Outdoors as producer. Ric Boyden, WEVU-TV production manager, named to same post, Florida Outdoors.

Bob Elliot, director, publicity and promotion, Columbia Pictures TV, New York, joins EUE/Screen Gems, commercial film division, Columbia Pictures Industries, New York, as sales representative.

Ernest Whitemyer, production manager, WCVB(TV) Wilmington, N.C., promoted to production VP.

Ron Allen, sports director, WAKR-TV Akron, Ohio, joins WCMH-TV Columbus, Ohio, as sports anchor/reporter.

George Hatt, producer of public affairs programs/newsmen, WXYZ(AM) Houston, joins KEYH(AM) there in same capacity.

Chuck Carson, program director/sales manager/air personality, KEEL(AM) Fresno, Calif., joins KKKO(AM)-KWSM(FM) Tulare, Calif., as program director.

Cliff Shilling, air personality, WKBN-AM-FM Youngstown, Ohio, named FM program director.

Tim Van Gaider, sports reporter, KMOX-TV St. Louis, named sports director.

Dave Shafer, air personality, WOC(FM) Detroit, promoted to program director.


Jon Holiday, former program director, KIRO-AM-FM-TV Seattle, returns to broadcasting after two years in real estate, as program consultant, Broadcast Programming International, Bellevue, Wash.

Hal Bouton, assistant manager, noncommercial WOLP(AM Normal, Ill., joins noncommercial WIBO-TV Munice, Ind., as program director.

Bob Gibbons, air personality, WPRF(AM) Princeton, N.J., named program director. Mike First, assistant in program office, named music director. Dan Lesser, sports announcer, appointed sports director.

**TV First**

The first nationally syndicated Black news interview program on commercial television.

**America's Black Forum**

Premiered January 16

First guest: UN Ambassador Andrew Young

Interviewed by Moderator Chuck Stone, Phila. Daily News

Mal Johnson, Cox Broadcasting Glen Ford, Mutual Black Network

A powerful news generating program Consistently quoted on the wire service

If it's said on America's BLACK FORUM you'll read about it in your Sunday morning paper.

Now, in 8 of the top 10 TV markets, in 22 of the top 50.

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John Fossen, graduate, Central Michigan University, Mount Pleasant, joins WRNN-AM-FM Clare, Mich., as sports director/air personality.

Ric Evans, WRNN-AM-FM air personality, appointed production director.

Roger Furman, resident tennis pro, South Hampshire Racquet Club, St. Louis, joins KPLR-TV there as sportscaster.

James Sieger, director of television news, Combined Communications Corp., Denver, promoted to VP corporate news services.

James T. Connor, news producer, NBC's WNYC-TV Cleveland, promoted to news manager for station and for NBC bureau there. James Schaefer, WNYC-TV, associate producer for news features, promoted to news producer for station and NBC News bureau there.

Dick Williams, news director, WLGT-TV Miami, joins WKAQ-TV Atlanta in same capacity. Other additions to WKAQ-TV news staff: Peg Nugent, public affairs program host, WTCG-TV Atlanta, associate news producer; Carol Bogart, reporter/anchor/producer, WNBV-TV Scranton, Pa., and Maynard Eaton, WFGC, reporters; Steve Byerly, news photographer, WPNE-TV Louisville, Ky., ENG supervisor, and Bill Bonanno, photographer, WCMO-TV Kansas City, Mo. and Michael Honey, photographer, KMJG-TV Denver, news cameramen.

Warren Croke, from WFTV-TV Orlando, Fla., joins WCKT-TV Miami as assistant assignment editor/producer. Mike Lozano, assignment editor/weekend anchor/producer, KENS-TV San Antonio, Tex., joins WCXV as Latin-American news field reporter.

Nancy Crowfoot, reporter, KIQA(AM) Des Moines, Iowa, joins WQAM(AM) there in same capacity.

Jack Fitzgerald, news producer/editor, WNBC-TV Boston, promoted to senior news producer.

Beth Thomas, reporter, WPPM-FM Princeton, N.J., promoted to news director.

Paul Gregory Henderson, reporter/anchor, WFAA-TV Dallas, joins WMAT-TV Washington as reporter. Rose Marie Economou, team advance captain for Vice President Walter Mondale during his campaign, joins WMAT-TV as assignment editor.

Harly Carnes, reporter, KEYH(AM) Houston, appointed afternoon editor.

Kathy Pepino, co-anchor, WTV5(TV) Columbus, Ga., assumes additional duties as assistant news director/producer.

John Weadock, assistant news director, KOBY-TV Albuquerque, N.M., named to same post, WFTV(AM) Orlando, Fla.

Dick Stone, city and state government reporter, WIND(AM) Chicago, named news director.

Nancy L. Kiel, intern, WINS-TV Columbus, Ohio, joins WTV5(AM) there as assistant news producer.

Renee Perry, news copywriter/assistant producer, WJTV-Detroit, joins WVALA-TV Mobile, Ala., as reporter.

Richard Katz, on-air meteorologist, New Jersey News Report/Senior environmental specialist, New Jersey Department of Environmental Protection, Trenton, joins KUSA-TV Austin, Tex., as weather reporter/environmental specialist.

Gabe Pressman, reporter, WNEW-TV New York, named "Journalist of the Year" by Publicity Club of New York.

Cable

Alan F. Fleisch, assistant controller, Teleprompter, New York, appointed director of operations, urban markets, heading group of cable TV systems in densely populated urban areas.

Tom Beltram, operations manager, Cox Cable's Santa Barbara, Calif., system, appointed manager, Communication Properties' Springfield, Ill., system. Marty Crawford, manager of CPI's Ironton, Ohio, system named to same post, Newark, Ohio, system, succeeded by Alfreda Rist, office manager, Ironton.

Equipment & Engineering

Howard L. Crispin, marketing VP, Scientific-Atlanta, Atlanta, named to additional duties as senior VP, communications.

Eugene P. Foley, treasurer, RCA Globcom, New York, named VP and treasurer. John S. Johnson, RCA VP, capital projects and internal controls, named Globcom VP and controller.

George D. Black, division VP, industrial relations, RCA Government Systems, Moores- town, N.J., appointed staff VP, industrial rela-
Colin J. O'Brien, VP/general manager, Jerrold (Electronics) Canada, appointed VP, sales and marketing for broadband communications operations, based in Philadelphia, succeeded by William H. Lambert, Jerrold's engineering VP Michael Jeffers, VP, technology and planning, succeeds Mr. Lambert. John Sie, general manager, terminal products, promoted to VP, CATV sales.

Ralph L. (Buzz) Berg, director of new product development, Oak Industries, Crystal Lake, Ill., appointed VP operations, CATV division. C. J. (Dean) Bach, director of product planning, Oak switch division, named director of sales, CATV division, succeeding Donald V. Pascarella, sales VP who has been named general manager of Oak Holland B.V., subsidiary in Emmen, the Netherlands.

R. Dennis Frager, national marketing manager, broadcast equipment, Telemation Inc., Salt Lake City, joins NEC America, broadcast equipment division, Glenview, Ill., as manager.

Henry J. Maynard, chief engineer, Telemation, Salt Lake City, named engineering VP, Dynair Electronics, manufacturer of video communications equipment, San Diego.

Sam Petok, director of communications, automotive operations, Rockwell International, Troy, Mich., promoted to staff VP, public relations, Pittsburgh corporate offices.

Leroy Wallace, VP/general manager, RF division, CCA Electronics, Gloucester City, N.J., appointed director of television products.

Wally Rubin, sales VP, Tape-Athon, manufacturer of broadcast and commercial background music systems, Inglewood, Calif., promoted to executive VP and director of sales/marketing division. Joe E. Otis, director of engineering, Schulke Radio Products, South Plainfield, N.J., joins Tape-Athon as director of audio products division. Robert Haler, from Tel Automatic, Los Angeles, named Tape-Athon operations division director. Bernard Sayers, project engineer, Bouse Manufacturing, Costa Mesa, Calif., appointed Tape-Athon engineering division director.

Jack Lease, operations manager, WAST(TV) Albany, N.Y., joins WXIA-TV Atlanta as assistant chief engineer.

Charles W. Myers, maintenance engineer, WHO-TV Des Moines, Iowa, appointed supervisor of television engineering operations, succeeding Herbert Steinmetz, retired after 35 years with WHO-AM-TV.

Larry W. Ocker, chief engineer, noncommercial WTTW(TV) Chicago, appointed director of engineering.

Allied Fields

John R. Purcell, senior VP for finance and business operations of Gannett Co., named president of CBS/Publishing Group. He succeeds John D. Backe, who was elected president of CBS Inc. last fall but has continued to head publishing group pending selection of his successor in that post (Broadcasting, Oct. 18, 1976).

Marshall Snyder, product manager, Arbitron Television, Beltsville, Md., named VP, corporate operations and production there. Jane

M. Mulhern, manager, diary reports, Beltsville, appointed VP/general manager, television division. A. J. Aurlich, president, Compu/Net, New York, assumes additional duties as VP/general manager of co-owned Arbitron's radio division there. Michael Occhigrosso, VP/associate director of communications research, SSC&B, New York, joins Arbitron there as research VP. Max L. Goldberg, media director, Advertising Agency Associates, Boston, joins Arbitron advertiser/agency sales as Western regional manager. James D. McKenna, operations manager, Service Bureau Co., Cleveland, joins Arbitron in television meter operations, Beltsville, as director.

Jack R. Green, senior VP in charge of research, media and marketing services, United States Testing Co., Hoboken, N.J., appointed director of client services, consumer research division. U.S. Testing provides validation tests of product advertising claims.


Carolyn Walden, media director, TV-radio-film department, Carl Byoir & Associates public relations, New York, named director of department, succeeding executive VP Muriel Fox, who continues as supervisor.

Martin D. Zithin, production director, CNA Insurance TV facility, Chicago, appointed director of broadcasting, Chicago Board of Rabbits, responsible for CBR programs heard on area radio and TV stations.

Thomas R. Ransom, technical services VP, Trace Inc., Lafayette, Ind., joins Automation Electronics there, new firm providing in-house computer systems for broadcasters, as executive VP.

Jack H. Hamilton, assistant to president/associate professor of journalism, University of Missouri, Columbia, joins University of Pennsylvania, as assistant VP/director of communications, supervising news bureau, motion picture services and radio and TV office.

Deaths

John Bates, 68, head of John Bates Associates, production firm, Los Angeles, died of acute leukemia at Santa Monica (Calif.) Hospital and Medical Center Feb. 3. His credits included: account executive on Pall Mall and American Tobacco Co. (Jack Benny and Gracie Fields shows); director of radio for J.M. Mathes, originating Meredith Willson show and
### Professional Cards

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<td>Atlantic Research Corp.</td>
<td>5390 Cherokee Avenue, Alexandria, Virginia 22314</td>
<td>(703) 354-3400</td>
<td>Jansky &amp; Bailey Telecommunications Consulting</td>
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<tr>
<td>Edward F. Lorentz &amp; Associates</td>
<td>1334 G St., N.W., Suite 500</td>
<td>(202) 1219</td>
<td>Consulting Engineers (formerly Commercial Radio)</td>
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<tr>
<td>A. D. Ring &amp; Associates</td>
<td>1771 N St., N.W. 20005</td>
<td>(202) 530-3500</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>Carl T. Jones Associates</td>
<td>2990 Telestar Ct., Suite 405</td>
<td>(703) 560-6800</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Hammet &amp; Edison, Inc.</td>
<td>Box 68, International Airport</td>
<td>(415) 342-1202</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>John B. Heffelfinger</td>
<td>9208 Wyoming Pk. Hilland 4-7010</td>
<td>(202) 783-0111</td>
<td>KANSAS CITY, MISSOURI 64114</td>
</tr>
<tr>
<td>John H. Mullaney</td>
<td>9161 Pinney Court Potomac, Maryland 20854</td>
<td>(301) 342-1300</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Merl Saxon</td>
<td>622 Neshla Street</td>
<td>(604) 342-1821</td>
<td>Consulting Radio Engineer</td>
</tr>
<tr>
<td>Midwest Engineering Associates</td>
<td>Box 18212</td>
<td>(214) 321-0140</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td>Spot Your Firm's Name Here</td>
<td></td>
<td></td>
<td>To Be Seen by 120,000+ Readers among them, the decision making station owners and managers. Chief engineers and technicians—applicants for AM-FM and facsimile facilities.</td>
</tr>
<tr>
<td>Commercial Radio Monitoring Co.</td>
<td></td>
<td></td>
<td>Precision Frequency Measurement, AM-FM-TV</td>
</tr>
<tr>
<td>Cambridge Crystals</td>
<td></td>
<td></td>
<td>Precision Frequency Measuring Service Specialists for AM-FM-TV</td>
</tr>
</tbody>
</table>

### Service Directory

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swagar Tower Corporation</td>
<td>Box 656, Fremont, Indiana 46737</td>
<td>(219) 465-1160</td>
</tr>
<tr>
<td>Broadcast Technical Service, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Broadcast Engineering Magazine</td>
<td>1735 DeSales St., N.W.</td>
<td>(202) 638-1022</td>
</tr>
<tr>
<td>John H. Battison, Associates Consulting Broadcast Engineers</td>
<td>10073 Echo Hill Drive</td>
<td>(216) 536-3996</td>
</tr>
</tbody>
</table>
Hoagy Carmichael’s 15-minute show, and executive producer of Walter Winchell Show. As VP/director of TV for Lambert & Peasley, he brought television such shows as Ozzie & Harriet and Gale Storm Show. Survivors include his wife, Ruth, and five children.

Norman Weitman, 49, senior VP in charge of domestic distribution, Paramount Pictures, Los Angeles, died at New York hospital Feb. 4 after long illness. He joined Paramount in 1971 as general sales manager for U.S. and foreign territories, later升任 assistant general sales manager for Columbia Pictures. Survivors include his wife, Beverly, and two daughters.

Ted Lloyd, 61, radio and television producer, died of heart attack in North Shore hospital, Great Neck, N.Y., on Feb. 6. His firm, Ted Lloyd Inc., produced for radio numerous week-day serials, including My True Story on NBC and Whispering Streets on CBS and was represented in TV with such series as Stage 13, Escape and Whitehall 1212. He is survived by son, Ted Lloyd Jr., and two daughters, Mrs. Judith Callahan and Mrs. Mary Baxter.

Burt Mustin, 94, character actor who started his acting career at 65, died Jan. 28 at Glendale Memorial hospital, Los Angeles. He had appeared in about 300 television shows and 70 features, and made his last appearance on CBS’s Phyllis.

Body of Lenora Wright, 21, clerk typist at National Association of Broadcasters, Washington, was found in wooded area there Feb. 3. Death, listed as homicide, was caused by manual strangulation, according to deputy medical examiner.

As compiled by Broadcasting for the period Jan. 31 through Feb. 4 and based on filings, authorizations, petitions and other actions announced by the FCC.

Abbreviations: ALI—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; CH—critical hours; CP—construction permit; D.—day; DA—directional antenna; Doc.—Docket; ERP—effective radiation power; HAAT—height of antenna above ground; kilomerz; kw—kilowatts; MEGV—maximum expected operation value; mhz—megahertz; mod.—modification; N.—night; PSA—preservice authority; SH—specified hours; trans.—transmitter; TPO—transmitter power output; U.—unlimited hours; vis.—visual; w.—watts. **—noncommercial.

New stations

TV applications

■ Oklahoma City—The Outlet Co. seeks ch. 14 (470-476 mhz); ERP 1710 kw vis., 178 kw aur., HAAT 1540 ft., ant. height above ground 1569 ft. PO address: 176 Weybosset St., Providence, R.I. 02903. Estimated construction cost: $4,050,000; first-year operating cost $932,000; revenue: $775,000. Legal counsel: J. Jerry Tinara & Sherron, Washington; consultant: Jules Cohen & Associates. Applicant is Providence, R.I.-based retailing and broadcasting firm. Outlet also owns WJAR-AM/TV Providence, R.I.; WDPO-AM/FM-TV Orlando, Fla.; WCMC-TV Columbus, Ohio; KSAI-TV San Antonio, Tex. and WNYT-TV Syracuse, N.Y. Ann. Feb. 2.


■ Oklahoma City—WCEE-TV Inc. seeks ch. 34 (590-596 mhz); ERP 1343 kw vis., 101.9 kw aur., HAAT 1209 ft., ant. height above ground 1253 ft. PO address: 303 N. Main St., Suite 201, Rockford, Ill. 61101. Estimated construction cost $1,695,000; first-year operating cost $647,000; revenue $670,000. Legal counsel Fisher, Wayland, Southmayd & Cooper, Washington; consultant: Edward F. Lorenz. Applicant is wholly owned by General Media Corp. and is licensee of WCEE-TV Freeport, Ill., which has been sold, subject to FCC approval, to Worrell Newspapers Inc. for $3,870,000. Principals are Edward B. Hott, chairman, and Earl W. Hickerson, president. Ann. Jan. 24.

AM application

■ Pawnee, Wyo. —S.K. R. Inc. seeks 1370 kHz, 1 kw, ERP, PO address: 202 Oaklawn Ct., Pawnee 30702. Estimated construction $82,335; first-year operating cost $42,500; revenue $35,000. Format: Easy listening. Principals: George Scoufis (49%), Charles Klaas (33%) and Jennie Brunhart (24%). Mr. Scoufis is insurance representative. Mr. Klaas is sales manager of Milwaukee Journal and Miss Brunhart is violinist and teacher. None has other broadcast interests. Ann. Feb. 3.

AM license

Broadcast Co. grants following license covering new station: WAKK McComb, Miss. (BL-13935), Jan. 27.

FM actions


Ownership changes

Applications

■ WPID(AM) Piedmont, Ala. (1280 khz, 1 kw-D)—Seeks assignment of license from WPID Radio Station to Radio Station WPID for $125,000. Seller is Terrance J. Glenn, who has no other broadcast interests. Buyer is Alex Allen Carwile, who is WPID sales manager. Ann. Feb. 4.

■ KCTB-FM Flagstaff, Ariz. (93.9 mhz, 100 kw)—Seeks transfer of control of Christian Towers Broadcasting Inc. from Thomas Machtamer et al. Whitehall 1212 to Robert J. Ward et al. as directors. Consideration: $25,000 line of credit. Principals: Christian Towers is non-profit corporation. New directors, other than Mr. Ward, will be Norman G. Juggen and Sydney Whicker. Mr. Juggen is director of KLKA-TV Fontana, Calif. Ann. Feb. 2.

■ KZEN(AM) Seaside, Calif. (107.1 mhz, 680 kw)—Seeks assignment of license from Big Sur Broadcasting Corp. to Arrowhead Broadcasting for $225,000. Seller is principally owned by Leonhard N. Kesselman, who also owns KZON(AM)-KXFM(AM) Santa Maria, Calif. Mr. Kesselman is also director of licensee of KVAN(AM) Vancouver, Wash. Buyer is owned by George D. Franklin, who is director of communications-electronics, U.S. Army Communications Command (western area). He has no other broadcast interests. Ann. Jan. 28.

■ KDGO(AM) Durango, Colo. (1240 khz, 1 kw-D, 250 w-N)—Seeks transfer of control of Basin Broadcasting Co. from Jerry Fitch et al. (100% before; none after) to Broadcast Management Inc. (none before; 100% after). Consideration: $335,000. Principals: Mr. Fitch and his wife Marcie own 98% of licensee. Kenneth Balcomb owns balance. Buyer is ownd equally by Ronald E. Ford and M. Douglas Jennings. Mr. Ford has farming interests, and Mr. Jennings has real estate and banking interests. Neither has other broadcast holdings. Ann. Feb. 2.

■ WMRK-AM Bristol, Conn. (1440 khz, 500 w-D)—Seeks transfer of control of Radio House Inc. from Robert H. Baker et al. (100% before; none after) to David A. Rodgers (none before; 100% after). Consideration: $45,000. Principals: Sellers are Robert H. (51%) and Robert J. Baker (16%) and Marsh R. (16%) and Thurston B. Howard (16%). Mr. Rodgers owns AM-1014 that is KNMR-Salt Lake City-Music-Elk(AM) and KLTA-FM Lancaster-Palmdale, all California. Ann. Feb. 2.

■ KBUL(AM) Wichita, Kan. (900 khz, 250 w-D)—Seeks assignment of license from Mr. D’s Radio Inc. to

Summary of Broadcasting

FCC tabulations as of Dec. 31, 1976

<table>
<thead>
<tr>
<th>Commercial AM</th>
<th>Commercial FM</th>
<th>Educational FM</th>
<th>Total Radio</th>
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<td>4847</td>
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<table>
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<th>Commercial TV</th>
<th>Educational TV</th>
<th>Local TV</th>
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</thead>
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</tr>
<tr>
<td>264</td>
<td>264</td>
<td>103</td>
</tr>
</tbody>
</table>

*Special temporary authorization
**Includes off-air licenses
Apage Communications Inc. for $395,000. Seller is owned by American Media Inc., which also owns KEYN-FM Wichita; KOFM(FM) Oklahoma City, and KCSJAM(KDQ-FM) Pueblo, Colo. Principals are Easter D. Franklin; Robert D. Franklin; Frank L. Carney (one third each). Buyer is owned equally by Robert N. Randall, Edward R. Toole, Don W. Post, John R. Light, and O. Byfield. Buyers have various business and investment interests and are purchasing station to establish religious programming outlet in Wichita. Reverend Randall is also program producer for KFHJ(FM) Wichita. Ann. Febr. 4.

KSYS(FM) Alexandria, La. (970 kHz, 1 kW)—Sells transfer of control of KJSY Inc. from Sylvan R. and Edna G. Fox (100% before; none after) to Melvin L. Wheeler, G. Russell Chambers et al. (none before; 100% after). Consideration: $300,000. Principals: Mr. Sylvan R. and Edna G. Fox. They have no other broadcast interests. Buyer, none. Whitmore and Chambers (30% each), also are. Wheeler and Chambers (30% each), are also. Wheeler and Chambers (30% each), are also.

WHEW(FM) Mankato, Minn. (100%; L. Agape—100% $300,000. Seller: is owned by La Grande, Ore. (970 kHz, 145 kW)—Sells assignment of license from John L. Kerby Jr. and John L. Kerby III. Seller is owned by John L. Kerby Jr. and John L. Kerby III. They have no other broadcast interests. Buyer is owned by John L. Kerby Jr. and John L. Kerby III. They have no other broadcast interests. Ann. Feb. 2.

WKMU(FM) Mt. Lebanon, Pa. (90.3 mhz, 1 kW)—Sells assignment of license of WMN Radio Corp. to WHUM(FM) Inc. by John M. Nardone. Buyer is owned by John M. Nardone. They have no other broadcast interests. Ann. Feb. 7.

WKTQ(FM) Fairmont, W. Va. (92.5 mhz, 1 kW)—Sells assignment of license from WWNC Inc. to WDKM-FM Inc. by Bruce E. Brockway. Buyer is owned by Bruce E. Brockway. They have no other broadcast interests. Ann. Feb. 7.

WLSH(FM) Lansford, Pa. (1410 kHz, 5 kW)—Sells assignment of license of from KMZ-FM Inc. to WKOT-FM Inc. by Kenneth L. Lillard. Buyer is owned by Kenneth L. Lillard. They have no other broadcast interests. Ann. Feb. 7

WKBV(FM) Wilmington, N.C. (91.3 mhz, 1 kW)—Sells assignment of license of WKBV-FM Inc. to W Essentially Inc. for $200,000. Seller: is owned by Mr. and Mrs. Elwell. They have no other broadcast interests. Buyer is owned by Mr. and Mrs. Elwell. They have no other broadcast interests. Ann. Feb. 7.

WVMO(AM) Mattoon, Ill. (1540 kHz, 1 kW)—Sells assignment of license of WKMU-FM Inc. to WMYI-FM Inc. for $800,000. Seller: is owned by Mr. and Mrs. Irvine. They have no other broadcast interests. Buyer is owned by Mr. and Mrs. Irvine. They have no other broadcast interests. Ann. Feb. 7.

WVSM(AM) St. Louis, Mo. (1260 kHz, 1 kW)—Sells assignment of license of WQD-FM Inc. to WYNO Inc. by Otis D. Davis. Buyer is owned by Otis D. Davis. They have no other broadcast interests. Ann. Feb. 7.


WVGB(FM) Huntington, W. Va. (1560 kHz, 3 kW)—Sells assignment of license of WTHI Inc. to W order: “WGTV Broadcasting Bureau” granted assignment of license to City State Broadcasting Co. by Metro Connecticut Media Corp. to use "WGTV" on "WGTV" for $180,000. Seller: is owned by Mr. and Mrs. Joan. They have no other broadcast interests. Buyer is owned by Mr. and Mrs. Joan. They have no other broadcast interests. Ann. Feb. 7.

WVAD(AM) McKeesport, Pa. (1580 kHz, 1 kW)—Sells assignment of license of WYPA Inc. to WPIG Inc. by Mr. and Mrs. Charles. Buyer is owned by Mr. and Mrs. Charles. They have no other broadcast interests. Ann. Feb. 7.

WVAF(AM) Washington, D.C. (1560 kHz, 1 kW)—Sells assignment of license of WYAF Inc. to WMCA Inc. by Mr. and Mrs. Robert. Buyer is owned by Mr. and Mrs. Robert. They have no other broadcast interests. Ann. Feb. 7.

WVKA(AM) Abbeville, S.C. (1490 kHz, 1 kW)—Sells assignment of license of WJAF Inc. to WADD Inc. by Mr. and Mrs. William. Buyer is owned by Mr. and Mrs. William. They have no other broadcast interests. Ann. Feb. 7.

WVCM(AM) Cleveland, Ohio (1500 kHz, 3 kW)—Sells assignment of license of WCFM Inc. to WCON Inc. by Mr. and Mrs. Charles. Buyer is owned by Mr. and Mrs. Charles. They have no other broadcast interests. Ann. Feb. 7.

WVHS(AM) Pueblo, Colo. (1540 kHz, 1 kW)—Sells assignment of license of WYGH Inc. to WCDJ Inc. by Mr. and Mrs. James. Buyer is owned by Mr. and Mrs. James. They have no other broadcast interests. Ann. Feb. 7.

WVAM(AM) Aurora, Colo. (1490 kHz, 1 kW)—Sells assignment of license of WYAM Inc. to WAMU Inc. by Mr. and Mrs. William. Buyer is owned by Mr. and Mrs. William. They have no other broadcast interests. Ann. Feb. 7.

WVCS(AM) Corpus Christi, Tex. (1490 kHz, 1 kW)—Sells assignment of license of WYCS Inc. to WBOB Inc. by Mr. and Mrs. James. Buyer is owned by Mr. and Mrs. James. They have no other broadcast interests. Ann. Feb. 7.

WVCS(AM) Corpus Christi, Tex. (1490 kHz, 1 kW)—Sells assignment of license of WYCS Inc. to WBOB Inc. by Mr. and Mrs. James. Buyer is owned by Mr. and Mrs. James. They have no other broadcast interests. Ann. Feb. 7.

WVCS(AM) Corpus Christi, Tex. (1490 kHz, 1 kW)—Sells assignment of license of WYCS Inc. to WBOB Inc. by Mr. and Mrs. James. Buyer is owned by Mr. and Mrs. James. They have no other broadcast interests. Ann. Feb. 7.
Complaints

Commission received total of 1,777 broadcasting complaints from public during Dec., decrease of 2,199 from Nov. Other comments and inquiries to Broadcast Bureau totaled 1,512, decrease of 313 from previous month. Commission sent 805 letters in response to comments, inquiries and complaints.

In context

Designated for hearing


Procedural rulings

KDIG-FM San Diego, renewal proceeding: West Coast Media (Doc. 20,971)—Chief ALJ Chester F. Naumowicz Jr. denied motion for three week extension of all procedural dates. Action Jan. 27.

Calhoun, Ga., AM proceeding: Frances Lanford and Cherokee Broadcasting Co., competing for 900 kHz (Docs. 20,928-9)—ALJ David I. Kraushaar granted joint motion and deferred further action on joint petition, pending receipt of additional information concerning dismissal agreement; canceled hearing. Action Jan. 27.

WJIM-AM-FM-TV Lansing, Mich., renewal proceeding: Cross Telecasting Inc. (Doc. 20,014)—ALJ Byron E. Moore set new calendar procedural dates and scheduled hearing for March 15 in Lansing; tentatively scheduled hearing for May 16 in Washington on clipping issue, and tentatively reserved period of July 5 to July 14 for further hearings, as required. Action Feb. 2.


WHAM-AM-WHEF (FM) Rochester, N.Y., renewal proceeding: Rust Communications Group (Doc. 20,477)—ALJ Reuben Lozner closed record in proceeding Jan. 27.


Other actions

\[\text{Other actions continued...}\]
HELP WANTED SALES

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-X63, BROADCASTING.

HELP WANTED ANNOUNCERS

If you know rock and want to join a top rated Mid-West TV market today, send a resume to Box B-53, BROADCASTING.

HELP WANTED SALES CONTINUED

If you're interested in joining our exciting young circle, we want you to join us. Send your resume to Box 26, Colby, KS.
HELP WANTED ANNOUNCERS CONTINUED

Suburban Washington, D.C. - adult contemporary looking for stable, locally oriented morning personality. Call Mike S. and schedule a meeting. Must have broadcast experience in AM/FM and TV. Send resume to: 1101 N. Walker Avenue, Suite 201, Silver Spring, MD 20910.

Need sharp Bilingual person to work evenings. Must have good production talent. Tape & resume to Steve Drake, WLOA, P.O. Box 37348, Cinc. Ohio 45222. Susquehanna Broadcasting Equal Opportunity Employer.

Looking for knowledgeable chief engineer combination announcer - for equal opportunity to fill full time AM station. Self-motivator looking for solid figure and control. No calls please.

HELP WANTED TECHNICAL

Chief engineer. Excellent working conditions, automation, stereo, audio. Creative and willing to handle the total plant. Midwest. Box 2-161, 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.


Maintenance engineer, for southeast 1KW daytimer, who would like to work an active sales account list. 50,000 population. Send resume to Box B-51, BROADCASTING.

Chief Engineer for expanding Southern Broadcast Company. Must be familiar with both AM and FM Stereo Transmitters, and automation equipment. Will be expected to oversee operations in two cities, 160 miles apart. Excellent benefits, congenial working conditions. Send background, qualifications, references, salary requirement to Box B-83 BROADCASTING.

Chief Engineer for FM Beautiful Music Stereo Station in Texas. Must be familiar with Automation equipment, and FCC, FCC experience and repair. Applicant to announce preferred. Send resume, references to Box B-84, BROADCASTING.

Chief Engineer. FM stereo with beautiful, modern facilities and total audience to join our progressive, fast-growing operation. A fine opportunity for a good engineer looking for his first chief's position. Southern New England. Box B-90, BROADCASTING.

Growth opportunity for Chief Engineer Midwest Major Market. 50,000W directional AM FM Automation, Group Operation. EO Background and broadcast experience to: Box B-95, BROADCASTING.

Technical Operations Manager—a new mid-west teleproduction studio needs a manager with all phases of studio operations, people & resources. Forward resume and salary history to Box B-98, BROADCASTING.

Chief Engineer—experienced and qualified, AM/FM Stereo, Contact Walt Roberts, WNCO, Ashland, OH. 419-289-2603. EOY.

AUDIO ENGINEERS: The King Broadcasting 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, EE degree desirable for some positions. If you would like to live and work in a fast-paced public interest, send resume and requirements to: King Broadcasting Radio Group, c/o Harrison Klein, Box 24255, Seattle, WA 98124.

HELP WANTED TECHNICAL CONTINUED

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

Chief Engineer, Northeastern Michigan, directional AM, ICM automation, complete responsibility for engineering. Immediate opening. Send resume and salary req. John Carroll, General Manager, WIOD, Tawas City, MI 48763.


Needed for work in Saudi Arabia Broadcast (TV) Engineers, five years experience. First Class FCC license. Experience helpful, but not necessary. Please call collect 612-544-5666.

Assistant Chief Solid State technician FCC License resume Phone 202-722-1000.

HELP WANTED NEWS

News person wanted for Midwest AM-FM local news dept. Box Z-130, BROADCASTING.

If you're a NDBBP person with experience you may be what we need. We're a small market FM in the middle west. Send resume and salary requirements to Box B-59, BROADCASTING.


Newsperson for award-winning New Mexico 50kw. Experience and ability to gather and deliver local/regional news. Send tape to Dyan King, KBCC, Box 670, Roswell, NM 88201.

News/Talk KCNW is expanding its successful Kansas City market. We're looking for a drive-time anchor/person and a talk show moderator. Excellent on-air presentation, a solid broadcast background, and a desire to win are musts. Send aircheck and resume immediately to operations manager, 6230 Eby Street, Shawnee Mission, Kansas 66202. First Class license helpful. KCNW, A Stair Broadcasting Station, is an Equal Opportunity Employer.

News Director: Regional Public Radio Station: BA, 2 years full-time news experience, 3rd Class, Salary open, good fringe benefits. Send tape, resume and 3 letters of recommendation by March 2 to: Jim Boyd, Mgr., KESD-FM, Brookings, S.D. EOY and Affirmative Action Employer.

Experienced TV News General Assignments Reporter. Minimum of one year recent experience as a TV Field Reporter at a Commercial Station. Greatest consideration will be given to the most experienced. Must also know ENG and allied equipment. 16mm filming procedures, edging and be a solid news writer. We are not looking for an anchor, sport's or weather person, but a bona-fide qualified experienced TV News Field Reporter. Rush your VTR cassette, complete resume, and any supplemental information to Bill Close, VP News, KCOI-TV, Phoenix, Ar. No telephone calls, please. An Equal Opportunity Employer.

One of the Nation's leading adult stations needs a creative news person. If you can report, write, handle live and authoritative delivery, this could be a once in a lifetime opportunity in one of America's most desirable communities. We are looking for an outstanding reporter-newscaster and will pay accordingly. Send tape, resume and other information to Bill Peterson, News Director, KCOS AM-FM, P.O. Box 98, Aurora, CO 80011. An Equal Opportunity Employer MF.

Ambitious, hard-hitting reporter, unending curiosity, dedication to excellence and the ability to work or step on toes. Can tell Joe Lunchcuck what he wants and needs to know clearly. Advancement opportunity. RTNDA Gold-winner, 2 years experience. Send resume and tapes to: JIM MAYS, News Director, WTAR-Radio/TV, 720 Boush Street, Norfolk, VA 23510

Experienced Newsperson to write and produce daily radio reports concerning agriculture for widespread service. The approach is solid news with heavy emphasis on writing and interpretive reporting ability. Rush your resume and audition tape to Patrick Ball, American Farm Bureau, 225 Towne Avenue, Park Ridge, IL 60068.

Director of News, public affairs wanted for central Virginia AM. Send resume, tape, requirements, Box 5085, Charlottesville, VA 22903.

Baseball play-by-play announcer for pro team. Send resume, resume and salary requirements to KOSI Sports Network, P.O. Box 20961, Phoenix, AZ 85036.

HELP WANTED PROGR.MING, PRODUCTION, OTHERS

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

Advertising and Sales Promotion Manager, Top Ten Independent major group seeks experienced and talented sales manager. Send resume and salary requirements. An Equal Opportunity Employer. Box B-12, BROADCASTING.

Continuity Director: Imaginators wanted. Do you want a creative challenge? We've got it waiting for you in the Midwest. But this is a dynamic opportunity. We need the you on the air, in writing, handling copy and in delivery. Send resume and copy writing samples with first letter to Box B-37, BROADCASTING.

WANTED... creative couple who enjoy writing for radio. This is an opportunity to have your own business with secure, guaranteed billing earning over $25,000.00 yearly for a small market. Send resume and business information to: AMCO Sports Network, P.O. Box 30036, Phoenix, AZ 85069.

Program Director. For new NPR FM station. Must have 2 years' experience in classical music, and any FCC music formats, and have an FCC third class permit. In addition to program selection and scheduling, applicant will supervise a staff of student announcers and produce and direct various local productions ranging from local music groups to public affairs programming. B.A. required. Experience preferred. Sign-on date is March 31, OEO-AAF. Position available immediately. Send resume to: Rori Zent, KAMU-TV, Texas A&M University, College Station, Tx. 77843. 713-451-7983.

Promotion Director for public KUID-TV. Requires background in communications or related field, one year broadcast experience, and experience in advertising, promotion, public relations or development, experience writing for print and broadcast. Salary $10,000-$11,500. For detailed vacancy announcement and application procedure contact Arthur R. Hook, KUID-TV, University of Idaho, Moscow, Idaho 83843. Closing date February 28. An EEO/AA Employer

Producer-Director with minimum 2 years experience in all phases of production. Seeking mature person with growing ability. Send resume and references to: J. Vaughan, Vice President, Programming and Operations, WAND-TV, PO Box 831, Decatur, Ill. 62525, An Equal Opportunity Employer.
HELP WANTED PROGRAMMING, PRODUCTION, OTHERS, CONTINUED

Production Manager, for Midwest MOR AMFM. Minimum 1 year experience in commercial production. Ambitious, hardworking. Shift. For more info, contact Joe Hogan, WLPO, La Salle, IL 618 -233-3100, An Equal Opportunity Employer.

Wanted: One Good PR Opportunist. TM Productions and TM Programming need one GOOD PR pro. Friday is your PR person before we don't have that many fixed ideas about who we're looking for. So if you've never done PR before, that's OK. You like to write and you're good at it, that's a MUST. You should be a self-starter. You should have the knack of finding interesting things and making them happen for us. You'll work with our staff, our sales staff in the field and the broadcast industry. You'll enjoy yourself... and you'll be calling the shots. Opportunity, if you're interested. Write: TM Productions, inc., 1349 Regal Row, Dallas, TX 75247; Attn: Public Relations.


Assistant professor of Journalism. Teaching assignment will be in public relations and broadcasting, with emphasis on experience in public relations and broadcasting required. Ph.D. preferred; master's degree and exceptional experience considered. Proven teaching ability and demonstrated interest and competence in research or creative activity required. Salary, $14,000-$16,000, Colorado State University is an equal opportunity employer and complies with Title IX requirements. Applicants should be filled under the Office of Equal opportunity, Student Services Building. Apply by March 15, 1977 to: Dr. Dan Lattimore, Department of Technical Journalism, Colorado State University, Fort Collins, CO 80523.

SITUATIONS WANTED MANAGEMENT


Jock, PBP, Sales, manager, station manager, general manager. Understanding Experience. A proven leader. 20 years know-how. Looking for permanent job. Call Box A-238, BROADCASTING.

Station Rebuilder Available Now. General manager with sincere successful record and background interested in Gen Mgrs, Sales Mgr or Business Mgr with reliable company. Box B-7, BROADCASTING.

General Manager: Experienced competitor able to get things done. Too ambitious to get job done. Top credits. Stable and sober. Box B-32, BROADCASTING.

In radio 18 years, 2 sales. Married. 38. 9 years current job, Box B-33, BROADCASTING.

1st Phone Major Market experience—Family man—Ambitious Self Starter—Better market opportunity. 25, 5 years major market experience. Call Charlie Tatter, 11177 N. Kendall, apt. h203, Miami, FL 33176. 216-305-4788.

Business Manager/Administrative Accountant. If you are seeking an aggressive working executive, who is result oriented, can work effectively to motivate employees, can work under the most difficult circumstances, then you want me. Will relocate. Replies to Box B-76, BROADCASTING.

Sales Manager desires a better major market opportunity. 25, 5 years major market experience. Call Charles H. Tatter, 11177 N. Kendall, apt. h203, Miami, FL 33176. 216-305-4788.


Solid pro, experiences all phases radio. Good announce. BS degree Broadcasting, 3rd endorsed, years to management level. (Can be better creative, through, hard working. Box 34284, Memphis, TN 38134.

SITUATIONS WANTED MANAGEMENT CONTINUED

General Manager of a prosperous station wants to share his success with a station or group. If you have need for top level performance, I have need for a better deal. Let's be more successful together! In confidence. Box B-99, BROADCASTING.

Manager, Sales Manager Profitable track record. Knowledgeable all formats, phases. Strong sales. Excellent leadership skills. Call now. Write: Box 1455, South Glen Falls, New York 12801.

SITUATIONS WANTED SALES

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


SITUATIONS WANTED ANNOUNCERS

DJ, 3rd phone, light board, good news and commercials, ready now! Anywhere. Box B-8, BROADCASTING.

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

Intelligent midwest announcer looking for new experience in interview-talk radio. Friendly but not gabby. Entertains! looking for GFD. Box A-274, BROADCASTING.

Does your station offer no chance for promotion or benefits? don't appreciate a hard worker and pay peanuts? Then don't contact this man! He has two years experience, a college degree, can write and produce copy, also some sales experience. Can do such formats as MOR, Easy Listening and C&W. Presently working and have a drive time shift. Will be willing to do news or talk show, any length (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.

Broadcast-B 8 yrs. exp. Some TV, mostly radio. Prefer MOR/EX. Ref. & record. Single & ready for change, interested? Resume reveals much more, tape also available. Box B-19, BROADCASTING.

Small Markets! Experienced college senior wants winter job doing anything/everything. Presently employed, but want more experience in all aspects of radio. Available May 15-August 15. Full or part time. Any format, location. Box B-56, BROADCASTING.

"P-B-P Sportscaster-Newscaster available for baseball! Excellent broadcasting experience. Box B-71, BROADCASTING.

Midwest. over twenty years all India. Good solid references. Finest of background and veteran with college. Fine news background, on air and beat. Third endorsed. Box B-74, BROADCASTING.

D J 4 Years Experience wants to move up. California, Arizona, Texas, Florida. Others considered. 904 - 255-6950 Or Box B-82, BROADCASTING.

Intelligent, creative, determined announcer wants challenge in Beautiful Music, MOR, or News/Talk Format. Excellent voice and writing skills. Call Charles Tatter at 904-727-7251 or write Box B-9, BROADCASTING.

"Capable PBP announcer, 4 years experience, seeks employment for coming baseball season, and next hockey and baseball season, Can double on news. Have tape, resume." Box B-94, BROADCASTING.

Caribbean-oriented DJ announcer—newscaster—writer. B.A. in English—Trained by major market Pro's. Also sales personal/Relocate anywhere. Tape available. Contact: Box B-69, BROADCASTING.


SITUATIONS WANTED ANNOUNCERS CONTINUED

Northeast Adult Top/40 Personality. 1 year Small Market, 3rd Endorsed Norman, 212-629-1169.

Good pipes, looking for placement in small market. 3rd endorsed, College degree, Hard working. Send for tape and resume. Bob Hamilton, 4826 High Meadows Terrace, Racine, Wisconsin, 53406.

How about a break good buddy—experience includes PD—contemporary formats only—Harry Gindhart, 104-B Queen, Charleston, S.C.

1st Phone beginner contact John Cook, 301-322-4095 125 S. 3rd East No. 501 Salt Lake, Utah 84111.


Attention Seattle: 27, married; looking to make Seattle my home, 3rd endorsed, 1-year on the air experience in all facets. 3 years audio and production experience, am very serious. B. Bodie, 505 -623-2147. Evenings/Weekends.

MA Communicating Arts, experienced broadcaster, seeks rewarding position. Welcoming your station. Box or P.S.S. Jim Ritchie, Box 682 Federal Bldg., Duluth, MN 55801.

Davel 605-986-5621. Seeking Top 40 Contemp. 2 years experience; 3rd endorsed. Will relocate.

SITUATIONS WANTED TECHNICAL

Eight years in broadcasting. Past four years as chief in medium and major markets. Experienced and directed PA stereo. Studios available to automation Ed Jurich, 11177 N. Kendall, apt. h203, Miami, FL 33176. 205-317-4687.

1st Phone Tech. 9 months experience seeks part or full time employment in NYC or vicinity. No rotating hours also relief announcer Johnson (212) 774-5897.

Experienced Engineers will provide professional radio remotes in Indiana. We supply equipment. Box 1347, Bloomington, 47401.

SITUATIONS WANTED NEWS

Female sports director. MA, 3 yrs. major college PBP, talk show host, good production, 3rd endorsed. Single. Ready to join your staff now. Anywhere. Box A-230, BROADCASTING.

News Director-Digger strong interviews. Campted in small market. Need growth opportunity in larger market. Box A-270, BROADCASTING.

Wonder Woman. One year NYC O&O newscaster—writer; some AP Audio; two years reporting New Jersey station; two years print; one year cable TV. Seek media/PR/Advig spot. Northeast. Box A-275, BROADCASTING.

MBA aged 25 with Finance & law training wishes start in Business affairs dept radio/TV station. Has good knowledge of industry, plus references. Box B-24, BROADCASTING.

Editor—newswoman. Mature family man out because of N/S failure. College grad experienced in all phases of broadcasting, including several years as A-P Broadcast Editor. Tell me what you need. Box B-54, BROADCASTING.

Black Female, Broadcast Journalism degree. Seeking position as newscaster, announcement. (Some experience.) Well trained. FCC 3rd endorsed. Cooperative, adaptable. Box B-82, BROADCASTING.

Qualified, experienced, industrious degreee journalist seeking position in medium market long term. Let's talk: 408-243-7075.

Broadcasting Feb 14 1977
SITUATIONS WANTED

News writer with 3 years experience, including public affairs and production. Open to establishing and growing markets. 3rd endowed. Call Stan Froelich, 212-526-1831, daytime.

Aggressive, Creative Sportscaster with four years major college notoch program. Radio/T.V.


"Wanted: News work in the Radio or TV Field. Preferably in the Midwest. Phone: 812-346-2777."

All-complete Newsman forced to relocate. Aggressive, creative, graduated College. First No small towns, please. 301-289-4518.


SITUATIONS WANTED

Aggressive, first time production person desires new challenge. Creative producer; commercials, promotion, industrial. Seeking added extra-light on-air engineering. Excellent references. Prefer northeast, but will relocate. Box A-269, BROADCASTING.

Medium market caliber top 40 jock ready to program. Have learned from the best. Box A-260, BROADCASTING.

AOR Program Director, Promotion & PR oriented—presently in Market 12, position open. Excellent small market with fine, warm climate. Demo, resume, other details promptly forwarded discreetly. Box B-34 BROADCASTING.

Successful Major/Med Market MOR to top 40 Program Director air talent. 20 years known success track record. Seeking other market position and AfTRA or other. Other references. All FCC licenses. Available now. Box B-68, BROADCASTING.


P.D. Proven Record. FCC 1st. Major or medium Mkt. Preston Allen, 318-325-0223.


TELEVISION

HELP WANTED MANAGEMENT

ENGINEER III—Public Television Network. Ability to perform difficult duties in maintaining, repairing and operating electronic equipment such as: operating and making major repairs on video tape recorders, color camera McIntosh, video storage systems and other equipment associated with the distribution, presentation and presentation of Public Television Broadcasts. Assume responsibility for the proper repair and maintenance of equipment and observation of Federal rules and regulations. Schedule and supervise less experienced engineers in the repair of the more complex equipment, evaluating audio and video signals and filing faulty quality reports; perform video and audio sweep measurements and performance measurements and studio systems. Must be able to operate and maintain in-state and national electronics equipment. Strong background in solid state and digital electronics. CONTRACT—RENEWABLE. Contact: Louis Kline, Public Broadcasting Network, PO Box 1758, 515-281-4566, Des Moines, IA 50306. An Equal Opportunity Employer.

HELP WANTED TECHNICAL

Ready for advancement? California broadcast equipment maker needs a full time electronics, operating and maintenance people, with first class phone and minimum 3 years experience. Customer service, dealing with all technical aspects of our equipment. If you have engineering experience in this area, please apply. Box A-194, BROADCASTING in full confidence.

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.

Engineer, for on-air switching, VTR operations, transmitter control, and maintenance for small market full color PTV station in East, Liberal fringe benefits package. FCC 1st required. Send resume and salary requirements to Box B-61 BROADCASTING.

Major television group seeking the very best in programming management. We are particularly seeking bright and concerned people running or assisting in running smaller program departments who want to move up to large assignments. If you have already begun your management career and want to make an important move we are ready to talk to you. Women and minorities encouraged to reply. Box B-83 BROADCASTING

Director—Experienced directing fast paced Newscasts. Also board work, audio and video. Major southeast market. We are an equal opportunity employer. Send resume and salary requirement to Box B-93 BROADCASTING.

Maintenance/Installation Eng. Join leading public broadcast VHF/FM operation. Latest ENG, time code editing, Quad, helical VTR's plus new studio to install. Min. 5 years state of the art video electronics. Good salary. Call Dir. of Eng.—904-354-2806, or write WJCT, 2037 Main Street, Jacksonville, FL 32206. An Equal Opportunity Employer. M.F.

WJXS-TV, Jacksonville, Fla. Seeks television engineer with a strong background in operations and equipment. First class phone required. Contact WJXS-TV, 9117 Hogan Rd., Jacksonville, FL 32216

Studio maintenance supervisor needed at once to maintain studio equipment. PC 70 VR 1200. COL TV, video switch, 2900 subwoofer. For information call collect Russ Summerville, WNDU-TV, 219-233-7111.

Chief Engineer for Eastern Ohio VHF. Contact Ray J. Chunley, WTVT-TV, 320 Market Street, Steubenville, Ohio 43952. Phone 614-282-0911

Chief Engineer WTLV—Jacksonville, Fla. Need top notch Chief Engineer to replace our Nile Hunt who is going to a bigger market with our good wishes. Excellent opportunity in Bold New City of the South with enjoyable year around lifestyle. Staff of 22. New RCA transmitte and ENG equipment. Send resume of your experience and turn application in to Mr. Gene Sorrenti, President WTLV P.O. Box 1212 Jacksonville, Florida 32201. An Equal Opportunity Engineer.

Through the looking glass. If you see the world through the lens of a CP-16 and know what to do with it—you may be the one we need. A video photographer, one who does a number of things well. Send complete resume, film samples and anything else that will help us judge that you will fit in. Replies to news director, WYTU, INC. 3800 Shady Run Rd., Youngstown, Ohio 44502. An Equal Opportunity Engineer.

Expanding again. I need a versatile reporter now. One who knows what to do and how to do it with a minimum of supervision. Send complete resume, recent photo and VTR tape. First letter to news director, WYTU, 8800 Shady Run Rd., Youngstown, Ohio 44502. No phone calls. An Equal Opportunity Engineer.

HELP WANTED PROGRAMMING, PRODUCTION, OTHERS

Promotion Director for major market UHF. Must have extensive experience in sales and audience promotion, and publicity. Creativity and the ability to work well with other departments important. Excellent salary and benefits. A chance to grow with a major broadcast network. An Equal Opportunity Employer. Box A-272, BROADCASTING.

100 Plus network affiliate needs a take charge, creative, assignment editor. A person who is a top notch television reporter wanting to move up into news management. Salary open. An equal opportunity employer. Box B-14 BROADCASTING.
SITUATIONS WANTED NEWS CONTINUED


Editor-Writer with assignment and production experience. Prefer writing, though, because in the beginning, and end, it is the word. Box B-67 BROADCASTING.

Meteorologist. Young. Professionally clear and personable delivery of the weather. Radio and TV experience. VTR available. Box B-72 BROADCASTING.

Top 30 Weatherman-Vast background in weather, and field/scientific reporting. Top announcer as well-13 years commercials, news anchor/reporter, TV show host, news director, weather, public affairs, educational, dedicated. Box B-78 BROADCASTING.

Female 20's Purdy grad looking for news job in television station. Media background in medium market. Anchor/reporter slot wanted and will relocate to get serious news responsibilities. Market size no problem as long as position has opportunities for advancement. Resume and VTR on request. Box B-85, BROAD- CASTING.

"Professional personality weatherman with experience in top 20 markets seeks similar position, Professional member of American Meteorological Society. Resume and tape references on request. (713) 932-8883.

News photographer: Aggressive and experienced in filming, editing 16mm. Seek to learn ENG. Strong electronic interest. Film and VTR available. Call 618-538-7744, J.L. Keener, 642 SW 36th, Wyoming, IA 50495.


SITUATIONS WANTED PROGRAMING, PRODUCTION, OTHERS

Assistant director/producer, B.S. Communications. Under a year's commercial experience; willing to work way up in production, creative, dependable and eager for break. Box B-80 BROADCASTING.


Creating Directing or studio and remote produc- tion, i.e., film, ENG, 3 camera, 3 camera, commercial, educational and Cable, seeks position Northeastern US. Steve Sattler 299 Capitol Ave, Menden, CT. 203-450.

Writing-Production job in progressive broadcast- ing, A-V production, CCTV, or cable operation. Young, creative, experience in copywriting, research, community relations, promotion; A-V operation. B.S.Com- munication, D.S. Columbia, D.S. Wilkin, 9 Linden St., Apt. 3, Allston, MA 02134. Phone 617-254-9214.

SITUATIONS WANTED BIOGRAPHIC PRODUCTION, OTHERS

Eager, young writer/producer desires job in CCTV and community TV. Experience in community access, video production, promotions, copywriting. BS Com- munications, Write D.S. Wilkin, 9 Linden St., Apt. 3, Allston, MA 02134 or call 817-254-9214.

WANTED TO BUY EQUIPMENT

Want to purchase used stereo automation system. Automatic logging optional. Please supply details of equipment, when purchased, and price asked. Box A-195, BROADCASTING.

"Wanted, direct access automation programmer and clearest logger." Box A-198, BROADCASTING.

WANTED: Ampex 1200 B-Monochrome with Editor. Call: E. Panos 312-784-5000 Days or write 2334 West Lawrence Avenue Chicago, IL 60625.

Towers in Southwest, guys, self-support, in air, on ground, all heights. 214-455-1402.

1 KW or 3 KW FM Transmitters-"300" tower; 4 or 6 Bay Antenna. All studio equipment. Gary Ackers, RT 3 Box 1024, Tatum, TX 75671-381-0191.

Saul Schaffer wants to buy scroller 800, 902, 903 automation systems used, also Ampexes and recent transmitters in good condition. Phone 714 454-1154 or write Schaffer International 5801 Souteden Min Rd., La Jolla, CA 92037.

Wanted: Mark V Marconi Cameras-Grass Valley Modules Nos. 908 and 940 also any used 2 inch VTR for Mini-Van. Call: Panos TV Productions. 312- 275-1400.

FOR SALE EQUIPMENT

IVO-960CD, 1" tape machine totally refurbished. $15,000, Bill Moore, KBMT-TV, 713-883-7512.

Transmitter presently in use, available March, 1977, GE-TT-32-8, 50 KW, Filterplexer on Channel 12, n0talon, diplexer, heat exchanger, spare parts, and power tubes. $25,000, Bill Moore, KBMT-TV, 713-883-7512.

RCA TTO/15 ch 4 with 50KW sideband filter L.D. Edemiller, KOA-TV, Denver 303-861-8111.

RCA TR-f full banded video tape machine, $19,500.00. Call Jessie Dove, KWXT-TV, 817-776-1330.

TV tower and line for sale: stainless G-4, 400 foot tower, now supporting 7 BRB, Guy cables and saddles included. Fully gavainized and painted and less than seven (7) years old. Also, 25 sections of RCA 6-inch hanger type guy cables and guys, 522,500. Contact M.D. Smith, IV, Manager, WAWY-TV, 1000 Monte Sano Boulevard, Huntsville, Alabama 35801 or phone (205) 539-1783.

IBM Data Processing equipment. Does logs, avails, bills, sales reports; almost everything that our system 32 (software available) computer can do, Complete package-priced right equipment and working system. Call Fran Loug 914-737-1124 WHUD-WN Peeksill N.Y.

Build your own TV and radio production equipment. Easy, inexpensive plans covering audio consoles tochrome key and time base correctors. $1.00 brings our catalog listing over 750 items for Britton Enter- prises. PO Box G, Waikiki, HI 96815.

One Eastman Super-8 Video Film Projector TV- M100A-price $1,275.—One Eastman CT-500 16mm motion picture projector-price $1,450. Both proj- ectors in mint condition. Call Robert Blay 201-797-7400.

Color Mobile Van, 26', 3 Noreico PC-70 Cameras, Ward Switcher, McCurdy audio, complete, ready for use. $120,000.00. Mower, Inc. 205-956-2200.

2-Akai VTS-150B complete ENG systems, excellent condition $4500 each. 1-Akai spare camera for VTS-150B system also excellent $2200. We can sup- ply the TBC and put you on the street with ENG for less than $250. Call us at Greens Inc. C-2370 Vinton St., Huntington, WV 25701. 304— 525-2833.
FOR SALE EQUIPMENT CONTINUED

Gates "President" 8 channel console, good condition, $2,300. Mazda Corporation. 202-956-5800.

Collins 5Kw transmitter, 830-E. Stereo. Perfect. Tuned and tested your frequency, $8.300. 801 - 382-2780 after 5. B. Boyd Ingram, PO Box 2154, Jackson, MS 34052.

UHF TV Transmitter—12 KW by GE. Call 815-64-4191 or 815-665-9600.

Switcher—American Data ADC 556 with Chomna Key. Call 815-665-9600 or 815-641-4191.

Remote Television Studio. One year old at One-Third list. Write for list-descriptions, David Castellano, 3232 McNutt Ave., Walnut Creek, Cali. 94596.

Spare Color Tubes for Tk-26 film chain camera (no optical) and Tk-29 CCU. Best offer. Call 815-641-9115 or 815-656-9600.

RCA Switchers—two Custom RCA PMS 10 Switchers for both production and operations use, incl. rack equipment and cable. Call 815-641-19 or 815-656-9600.

Audio—Ampex 601 2-track with two amplifiers. Four SHURE 563 dual-impedance mics, mic stands, 500' mic cable. RCA studio monitor-speaker. Call 815-665-9600.


UHF Transmitter—30 KW GE television transmitter call 815-641-4181 or 815-656-9600.

(2) RCA TR-22 Quadru, high band Color VTR machines, with Monitors, rack equipment, manuals. Call 815-641-9115 or 815-665-9600.

Reconditioned Automation 2 Schaffer, 1 IBM, Gates Some new equipment, many options. Contact Broadcast Specialties 206-577-1681.

(2) Motorola MV30 Transmitters; (3) Motorola MV30 Receivers; (10) Motorola MV20 Transmitters; (19) Motorola MV20 Receivers. These units are in excellent condition and can be purchased as complete system or as individual components. American Microwave & Communications, Inc., 105 Kent Street, Iron Mountain, Michigan 49801.

(3) RCA TK-42 Color Cameras, with cam heads, ccu's, remote, approx. 600' camera cable. Two have RCA/Houston Feathersless 10-9B-8W motorized pedestals, one with RCA/Fearless tripod and dolly. With RCA color manual, manuals. Call 515-964-5250 or 815-856-9600.


COMEDY

Deejays: New, sure-fire comedy! 11,000 classified one lines. $10. Catalog treat Edmund Orrin, 2788-E West Roberts, Fresno, Cali 93711.


Hundreds have renewed! We guarantee you'll be funnier. Freebie! Contemporary Comedy. 5804-B Twining, Dallas TX 75227.

Biggles buy BIONIC BOFFS! Find out why. Freebie BIONIC BOFFS, P.O. Box 1123, Twin Falls, ID 83301.


MISCELLANEOUS

Prizes! Prizes! National brands for promotions, contests, programming. No barter or trade... better! For fantastic deal, write or phone: Television & Radio Features, Inc.

FM SALES MANAGER

Top rated FM station in Albuquerque market is seeking a sales professional with a proven track record. College graduate with minimum of 2 years experience necessary. Must be a highly motivated individual to build top sales team. Parent company is Hubbard Broadcasting and is an equal opportunity employer.

Contact: Ronald L. Sack, KOB-FM, PO Box 1351, Albuquerque, N.M. 87103.

Phone (505) 243-4411.

Help Wanted Management

SALES MANAGER

Top 40 market, group owner. We are looking for a strong manager to guide, direct, develop, train, and motivate our sales staff. Manager will assist general manager in regional and national selling efforts. Must have working knowledge of ratings, budgeting, traffic, and standard business procedures. Manager will be a planner and analyzer. Strong opportunity for advancement.

SEND RESUME AND SALARY REQUIREMENTS TO BOX B-8, BROADCASTING

Help Wanted Annunciators

SOLID ADULT CONTEMPORARY

East Coast AM, needs mature, experienced mid-day personality with production experience and third class ticket. Excellent benefits. Send tape, salary, references, and resume to:

MIKE SANDS
PD, WJAR
170 WYEBISSER STREET,
PROVIDENCE, RHODE ISLAND 02903

Help Wanted Programming, 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. COE employer. Resume, references, (ratings performance) and financial requirements letter" Box A-207, BROADCASTING.

Radio music syndication co. seeks experienced programing person for 2nd unit Beautiful Music and M.O.R. services. Send detailed resume to:

Box A-221, BROADCASTING

Broadcasting faculty member, start fall 1977. Should have interest in teaching music writing, production, cinematography. Professional experience desirable. Masters or Ph.D. Salary competitive. Special academic year appointment; no assurance that appointment will lead to permanent tenure-seeking position. Contact Larry Watkin, Chairman, Broadcast Sequ., School of Journalism, University of Nebraska-Lincoln, Lincoln, Neb. 68588. An equal opportunity affirmative action employer.

RADIO

Help Wanted Sales

Super Seller? You Prove It—We'll Pay For It!

Major New England market leader—50 kw—expanding its local sales department. Seeks street-oriented person with successful retail sales record. We are looking for aggressiveness, dedication, creativity and delivery! If you are ready to move up and you're super, prove it. An equal opportunity employer, M/F. Send resume to Sales Director, Box B-73, BROADCASTING.

FM SALES MANAGER

Top rated FM station in Albuquerque market is seeking a sales professional with a proven track record. College graduate with minimum of 2 years experience necessary. Must be a highly motivated individual to build top sales team. Parent company is Hubbard Broadcasting and is an equal opportunity employer.

Contact: Ronald L. Sack, KOB-FM, PO Box 1351, Albuquerque, N.M. 87103.

Phone (505) 243-4411.

Broadcasting Feb 14 1977

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Help Wanted Technical

KTLA
GOLDEN WEST VIDEO TAPE DIVISION
MAINTENANCE ENGINEERS

Expansion of syndicated and network program production facilities and acquisition of new technical equipment require the addition of two highly qualified maintenance engineers; one for videotape, one for general engineering.

Familiarity in videotape should include all major AMPLEX machines, VR-2000, AVR-1, ACR-25 as well as time code editing and SLO-MO equipment.

General engineering experience should include PHILLIPS and RCA video cameras, RCA telecine, GRASS VALLEY switching and terminal equipment.

Both positions require demonstrable experience of five or more years. Digital school or experience is very desirable including knowledge of DEC and DG minicomputers. FCC 1st Phone required.

Salary range from 24-28K with excellent benefit and retirement program.

Please send complete resume and salary history to Edward H. Herlihy, Director of Engineering KTLA, 5800 Sunset Blvd, Hollywood, CA 90028.

KTLA is an equal opportunity employer—M/F

CHIEF ENGINEER
RADIO STATIONS WPEN/WMGK, PHILADELPHIA

Heavy experience required with DAs, Stereo, STL, Duplexing, PDM, custom audio techniques.

Good Administrator and hands on. FCC first.

Experience with studio and antenna design and construction will be extremely helpful.

Marvelous opportunity to join two Greater Media-owned stations.

We're in a hurry...

Send resume, references and compensation requirements to:
Larry Wexler
General Manager
WPEN/WMGK
2212 Walnut Street
Philadelphia, PA 19103

EQUAL OPPORTUNITY EMPLOYER M/F

Situations Wanted News

ANCHOR-REPORTER
5 YRS. RADIO ANCHOR IN MAJOR MARKET. LOOKING FOR TV JOB. GOOD LOOKING AWARD WINNING WRITER-REPORTER WITH TOP REFERENCES. Send resume to News Bureau, KVIE, 19103

BOX B-48 BROADCASTING

Help Wanted Management

Major television group looking for the very best in program management. We are particularly seeking bright and concerned people running or assisting in running smaller program departments who want to move up to large markets.

If you have already begun your management career and want to make an important move, we are ready to talk to you.

Women and minorities encouraged to reply.

BOX B-45 BROADCASTING

Help Wanted News

BUREAU CHIEF for Public Television News and Public Affairs Bureau being developed to serve California. Professional journalist capable of producing/distributing statewide public affairs programming. Proven news administration and management capability with television experience in California (or elsewhere) required. Experience in research, writing, and editing. Contact: AEH, 2503 Market St., San Francisco, CA 94121.

Help Wanted Technical

SAN FRANCISCO

Having moved our VHF-UHF-FM operation into the west's newest broadcast facility we now have an opening for a maintenance technician with a solid background in broadcast equipment maintenance. We are looking for a maintenance technician or supervisor type. Experience in systems and digital engineering desirable.

Salary to $399 per week plus fringe. Send resume to Director of Engineering, KGSD, Inc., 500 Eighth Street, San Francisco, CA 94103. An equal opportunity employer.

Help Wanted News

WANTED: NEWS EDITOR AND DISC JOCKEY

Two positions available for radio and television station in Tehran, Iran. Excellent pay and benefits. Need seasoned editor and DJ, with exceptional talents and background. Good references required. Great location. Send resume with references to the National Iran Radio and TV.

2500 Virginia Avenue, N.W.
Suite 208
Washington, D.C. 20037

Help Wanted Programing, Production

PROGRAM MANAGEMENT OPPORTUNITIES WITH THE ABC OWNED TELEVISION STATIONS

ASST PROGRAM DIRECTOR—WLS-TV—CHICAGO

Program/production management experience (5 years minimum). Ability to work on program planning, FCC reports, feature film; plus supervise heavy local production.

EXECUTIVE PRODUCER—WXYZ-TV—DETROIT

Experience in film/video production and ability to lead department of producers and directors. Emphasis on local public affairs in weekly series and specials.

For an interview while at NATPE contact:
JEFF McGRATH Program Director (WLS-TV)
JEANNE FINDLATER Program Director (WXYZ-TV)

(Equal Opportunity Employer)

TELEVISION

Help Wanted Programing, Production

RADIO-TV
REPORTER FOR RADIO-TV NEWS OPERATION. SOME ANCHOR WORK. AUDIO TAPE AND/OR VTR, RESUME, SALARY REQUIRED TO FRED ANTHONY, WAKR RADIO-TV, BOX 1590, AKRON, OH. 44309. EQUAL OPPORTUNITY EMPLOYER—M/F.

Help Wanted News

TV MAINTENANCE TECHNICIAN

A major eastern market quality conscious television station is looking for an experienced maintenance technician. Requirements include a minimum of five years working with television equipment. Knowledge of computer technology desirable. A solid engineering/educational background is necessary. Top wages for the qualified person. 1st Class FCC license mandatory. An equal opportunity employer.

BOX B-5 BROADCASTING

Broadcasting Feb 14 1977

116
Help Wanted Technical Continued

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WTLV—JACKSONVILLE, FLA.
Need top notch Chief Engineer to replace our Nile Hump who is going to a bigger market with our good wishes.
Excellent opportunity in Busy New City of the South with enjoyable year around life style. Staff of 22, New RCA transmitters and ENG equipment. Send resume of your experience and full particulars to: Mr. Gene Smeth, President. WTLV—WJG Box 12/12 Jacksonville, FL 32201—An Equal Opportunity Employer.

LOCAL TV SALES OPPORTUNITY
WANE-TV, FT. WAYNE
A Corinthian Station. A CBS Affiliate
Here's an excellent opportunity for an aggressive self starter to build a meaningful sales career.
We prefer two or three years of broadcasting sales experience, but drive, enthusiasm and a strong, positive sales approach are your most valuable assets for the position.
Resume and compensation history, please to:
Mr. Joe Tonsing, Local Sales Mgr.
WANE-TV
2915 W. State Blvd.
Fl. Wayne, Indiana 46808
An Equal Opportunity Employer.

Situations Wanted Management


Situations Wanted Programming, Production, Others

TELEVISION CAMERAMAN
Award winning cameraman seeking new and challenging position. Works and thinks like a Director of Photography. Looking for a major company that is heavy in video tape production. Eighteen years experience in all phases of TV production. Resume and references upon request. Box B-66 BROADCASTING.

Placement Service

TELEVISION OPPORTUNITIES
We specialize in the placement of well qualified people in the Television Industry, Opening at all locations—all levels of Technical Engineering, Management, Sales Management, News and Programming. Confidential, no cost to applicant. Employer inquiries invited. Contact Alan Kornish.
KEY PERSONNEL COAST TO COAST EMPL. AGENCY
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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) 823-9777.

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Top 50 market stations! Trade advertising time (smaller stations trade other due bills or merchandise) for merchandise, travel and hundreds of business needs.
FREE BOOKLET AVAILABLE CALL TOLL FREE
800-327-5555 (except Florida)

For Sale Stations Continued

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1,000 Watt AM Daytime
Pre-Sunrise—Fully Automated
BOX A-237, BROADCASTING

WASHINGTON, D.C.
IS CLOSE TO THIS GROWING SUBURBAN MARKET FMSTERED CLASS A—WELL EQUIPPED. A STEAL BECAUSE SIGNAL CAN BE UP-GRADED TO COVER MORE OF THE METROPOLITAN AREA. $295,000 INCLUDES REAL ESTATE. ADDITIONAL INFORMATION ONLY TO THOSE PROVIDING FINANCIAL QUALIFICATIONS. INITIAL.
BOX B-79, BROADCASTING

Fulltimer in N.C. city of 30,000. Priced less than 2 times gross. Well-established station. Great radio market! Contact Box B-69, BROADCASTING.

ILLNESS FORCES SALE OF DOMINANT AM CLASS III STATION ON THE FLORIDA EAST COAST, ONE OF THE COUNTRIES FASTEST GROWING AREAS. STATION DOING IN EXCESS OF $300,000 PER YEAR, CASH OFFERS ONLY. POTENTIAL BUYER MUST SUBMIT FINANCIAL QUALIFICATIONS. BOX 100, BROADCASTING

RALPH E. MEADOR
Media Broker
AM - FM - TV - Appraisals
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Lexington, Mo. 64067
Phone 815—259-2544

For Sale Stations

STATIONS
NE Small Fulltime $325K 29% Bill Hammond (214) 243-6043
SE Small Power $215K $63K Bill Chapman (404) 458-9226
N Major AM/FM $1,700K 29% Art Simmers (617) 837-8711
MW Metro Fulltime $425K $125K John King (216) 871-0614
W Small AM/FM $289K $84K Ray Stanfield (213) 363-5764

CHAPMAN ASSOCIATES* nationwide service

To receive offerings of stations within the areas of your interest, write to Chapman Company, Inc., 1835 Savoy Drive, Atlanta, Georgia 30341.
**For Sale Stations Continued**

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**John Mitchell and Associates**
318-221-5464 Box 1065
318-865-8688 Shreveport, Louisiana 71101

**WHERE THE ACTION IS!**
3 East 54th St. N.Y.C.
4200 sq. ft. prime office space
7 yr. sublet—below market
**JOHN J. REYNOLDS INC.**
212-661-2400

**FLORIDA AM STATIONS**
- Day—2 with CP for Full. 1 sta. mkt. 5275
- Day—Major mkt. 5300
- Full—I sta. mkt. 5325
- Day—Small mkt. 5500
- Full Med. mkt. No. 1 in mkt. 5588
- Full with Class C FM
  - Each term: 90% down for less

**BECKERMAN ASSOCIATES, INC.**
(813) 391-2824
1401 Malliak Madeira Beach, Fla. 33708

**San Juan, Puerto Rico**
Metropolitan AM
Cuadros & Cuadros
PO. Box 621
Old San Juan, Puerto Rico 00902

**BROADCASTING’S CLASSIFIED RATES**

**Rates**

- Payable in advance. Check or money order only.
- When placing an ad indicate the EXACT category desired
  - Television or Radio
  - Help Wanted or Situations Wanted
  - Management, Sales, Etc. (If this information is omitted we will determine, according to the copy enclosed, where the ad should be placed. No make goods will be run if all information is not included)
- The Publisher is not responsible for errors in printing due to negligible copy. An ad copy must be the exact size of the penciled in size.

**Copy**

- Deadline is MONDAY to the following Monday’s issue
- Copy must be submitted in writing
- Replies to ads win a box number should be addressed to Box Numbers, BROADCASTING, 1735 DeSales St. N.W., Washington, D.C. 20036
- No telephone copy accepted. Audio tapes, transcriptions, films or VTR’s are not forwardable, but are returned to the sender. Replies addressed to box numbers must not contain reference to audio tapes, transcriptions, films or tapes.

**For Sale Stations Continued**

**LARSON/WALKER & COMPANY**
Brokers, Consultants & Appraisers
Los Angeles
Contact:
William L. Walker
Suites 504, 1725 DeSales St., N.W.
Washington, D.C. 20036
202-333-1693

**HORSE & CATTLE**

** önce**

**THE KEITH W. HORTON COMPANY, INC.**
1705 Lake Street = Elmhurst, New York 11202
PO. Box 948 • (607) 733-7138

**Why not reserve this space and see how well BROADCASTING’s Classified can work for you!**

---

**AMERICAN BROADCASTING:***

A skillfully edited anthology of 93 selections, this unique source book provides a comprehensive description and analysis of broadcasting in America from its pre-history to 1975.

Articles by such notables as: Edwin H. Armstrong, William L. Shirer, Edward R. Murrow, Samuel Goldwyn, Frank Stanton—to name but a few.

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Washington, DC 20036
Send me a copy of American Broadcasting. My payment of $26.50 is enclosed.

Name __________________________
Address _______________________
City ____________________ State ____ ZIP _____

---

**BROADCASTING’S CLASSIFIED RATES**

**Rates, classified listings ads:**
- Help Wanted: 1/4 in word—$1.00 weekly minimum.
- Situations Wanted: $3.00 per word
- Classified display ads:
  - Situations Wanted: $3.00 per word
  - Employment Agen.
- Business Opportunity: $2.00 per word
- Display space
  - Adding: $5.00 weekly minimum.

**Copy**

- Deadline is MONDAY to the following Monday’s issue
- Copy must be submitted in writing
- Replies to ads win a box number should be addressed to Box Numbers, BROADCASTING, 1735 DeSales St. N.W., Washington, D.C. 20036
- No telephone copy accepted. Audio tapes, transcriptions, films or VTR’s are not forwardable, but are returned to the sender. Replies addressed to box numbers must not contain reference to audio tapes, transcriptions, films or tapes.

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**BUSINESS BROKER ASSOCIATES**
815-894-7511

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**Broadcasting** Feb 14 1977

118
### Broadcasting

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**Broadcasting with other major interests**

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**TOTAL**
**Programming**

**COLUMBIA PICTURES**

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Profile

Status-seeker for the program director: Boyer of NATPE and ABC

Phil Boyer is a man with a mission, which is nothing less than to get owners of TV stations to stop automatically selecting their general managers from the ranks of the sales executives and start looking in the direction of the programers.

Mr. Boyer acknowledges his bias toward the programing side: He’s both vice president for programing of the ABC-owned TV stations and president of the National Association of Television Program Executives. “The programer is the guy who knows what his schedule is doing in terms of ratings, demographics, cost-per-thousand,” he said, leaning forward in his chair (he operates out of a building across the street from ABC’s headquarters in New York) to emphasize his points. Mr. Boyer is an intense, articulate man in his mid-30’s with a quick mind and a genial, open manner.

“The program manager’s expertise is important,” he continued, “because the days of the emotional-advertiser buys are a thing of the past. The advertiser is not interested in creative sales pitches any more; he wants those rating and share points in black and white. If the numbers are bad, sales are bad.”

Mr. Boyer is cheered by the reams of publicity being devoted to the record bidding, market-by-market, for syndication rights to Paramount Television’s Happy Days because these heavily publicized decisions are programing decisions—the program director is the one who has to map out the advantages and disadvantages of fronting big money for reruns of a slapstick comedy that won’t be delivered until 1979. Building on this kind of publicity, Mr. Boyer has used his NATPE post to boost the program director in speeches, with articles in PD. Cue (the official publication of the association) and by focusing many of the NATPE panels on issues of special concern to programers.

For instance, he said, NATPE will face head-on the issue of a station’s programing department’s meddling in the local newscasts, with a panel entitled “Bridging the Gap—News and Programing.” “The old, traditional notion that the program director has to keep hands off from 6 to 7 and from 11 to 11:30 every night will have to change,” Mr. Boyer said. The station with the most watched newscast is often number one in all of its other locally scheduled dayparts, he pointed out, and a successful news show has to be alert to elements like “sets, lighting, costumes and pacing”—all of which, said Mr. Boyer, come under the purview of the program director rather than the news director.

Since he joined the ABC-owned stations as programing vice president in May 1974, Mr. Boyer has zeroed in on the prime-access time periods. “Phil has followed the philosophy laid down by Elton Rule, which says that the access time period, which leads into the 8 o’clock network show, has to be as strong as possible,” according to a friend of Mr. Boyer’s, Harry Francis, Meredith Broadcasting’s vice president for operations. Mr. Francis added that Elton Rule, the president and chief operating officer of ABC Inc., has put his money where his mouth is and lavished development money on the owned stations.

“Phil is the brightest programing guy in the business,” said Wynn Nathan, the sales vice president for Time-Life Television. “Phil is a competitor—he’s very aggressive,” added Harry Francis. “Like Vinc Lombardi, to Phil, winning is the only thing—he wants to be number one.”

And one of Mr. Boyer’s bosses during his seven years at KCRATV Sacramento, Calif., Jon S. Kelly, a co-owner of the station, said: “If you ever read ‘What Makes Sammy Run,’ you’ll have a good idea of what Phil Boyer is like.”

Mr. Boyer acknowledges that throughout his career he’s been guided by a principle that might be summed up as: Once you’ve mastered a particular job, leave it and go on to another, more challenging job. He himself started early: at the age of 12, he was running his own radio station from the basement of his home in Portland, Ore. Being an electronics buff, he’d actually built the audio transmitter with the help of his father, a civil engineer. For five years, until Mr. Boyer went off to the University of Oregon, the unlicensed station, which had a broadcast radius of about a mile, ran for five hours a day, longer on weekends, with middle-of-the-road music as the programing staple, interspersed with ads from neighborhood merchants.

While attending the University of Oregon at Portland he spent more time doing programs for KPTV (TV) than he did attending classes. But it was at KEZITV Eugene, Ore., where he says he put it all together, logging the years from 1960 to 1965 doing everything from announcing and film editing to floor directing and eventually heading the programing department.

In 1965, he left KEZITV to join KCRATV, attracted by “the fact that it was doing a daily, hour-long news show while most of the other stations in the country were still doing only 15 minutes of local news. KCRATV was producing minidocumentaries on a regular basis before the word was even invented.” Mr. Boyer started as an announcer/director and was made program and promotion manager in 1969. But by 1972, “I’d stopped learning in Sacramento,” as he put it.

So when the program director’s slot at KNBC-TV Los Angeles became available that year “I applied pretty much out of nowhere and got the job,” he said. “In effect, I went from the 24th largest market in the country to the second largest—quite a heady jump.”

But “Phil was a quick study,” said Tom Straszewski, the general manager of KNBC-TV. “He really helped to improve the quality of our live public-affairs programing. We had separate half-hour series covering blacks, chicanos and Asian-Americans, and it was his idea to put them all together into one two-hour magazine show.” The series was called The Saturday Show and it has since become an institution on KNBC.

Mr. Boyer admits he “hadn’t stopped learning” at KNBC-TV—“I’d only panned half the room in Los Angeles,” as he puts it—when a not-to-be-refused offer was dangled before his eyes by Richard O’Leary, the president of the ABC-owned stations, in May 1974.

But Mr. Boyer sees the general management of one of ABC’s owned stations as a next logical step. “It’ll be a return to the trenches,” he concluded, “but since I love all aspects of TV-station work it’ll be a welcome return.”

Broadcasting Feb 14 1977 121
Evolution

It is difficult to generalize the success of the National Association of Television Program Executive’s annual conference into a universal principle—unless it is that the growth in broadcasting knows no bounds, and that we haven’t seen anything yet. For a while it seemed that the growth of NATPE would be at the expense of the National Association of Broadcasters’ own annual convention; it is evident now that both have prospered, and will continue to.

There is almost a parallel with that period a quarter-century ago when media watchers believed television’s growth could occur only at the expense of radio. True, adjustments were required down the line, but in the end there was room not only for those two media but for still others to flourish within the embrace of electronic communications—what we’ve chosen to call “broadcasting and the allied arts.”

A second reality that emerges from the NATPE success story is the rising importance of the program director in the television scheme of things—an escalation in impact and status that is being matched by a companion growth among the medium’s news directors. Both developments are mightily to be cheered. Those individuals, after all, are the principal in-house caretakers of television’s product, from which all blessings flow. Insofar as the increased attention paid to programmers and journalists signals increased attention to the product itself, both television and its public are being well served.

Action

Now that the shock of seeing the price-tag has begun to wear off, we can look with considerable admiration at NBC’s daring, vision, gamble—call it what you wish—in agreeing to pay $85 million for the summer Olympics to be held in Russia three and a half years from now.

It was the price-tag, of course, that made the decision daring, visionary and risky. The $85 million is only the beginning of it. By conservative estimate, other costs could push the total to $125 million or so (“Closed Circuit,” Feb. 7). But as is reported elsewhere in this issue, NBC President Herbert S. Schlosser and his associates seem certain not only that the games will be held as scheduled, but that NBC will make a profit on them. They also say they intend to make their coverage “the biggest event in television history.”

The Olympics deal is not the only NBC coup since Mr. Schlosser became the company’s chief executive as well as its chief operating officer (BROADCASTING, Jan. 10). The agreement with former President Ford for a number of special programs was another. But the Olympics acquisition is certainly the biggest, in dollar terms, and it suggests that, whatever adjective that deal may earn in the future, a good one for the present is “exciting.”

Diplomatic missions

While work begins on guidelines to be inserted in the NAB code (see above), a special committee of the television code review board has been taking the case for reduction in sex and violence to the principal program sources, the television networks. The committee has met with network executives in New York and production-company officials in Hollywood. Tom Swafford, the NAB’s able new senior vice president for public affairs, who accompanied the committee to Hollywood, reported that the producers were “eager to cooperate.”

This, it strikes me, may be a productive alternative to the kind of code enforcement that the court outlawed in the family-viewing case. Here are concerned affiliates calling on their networks and their networks’ suppliers to respond to the public criticism that station operators now perceive. The expression of general concern among affiliates will establish the need for a toning down of programing. The execution will be left to the producers and the individual networks.

Careful writing

Directors of the National Association of Broadcasters have decreed the writing of a new set of guidelines in the television code to circumscribe sex and violence in television programing. The purpose is to effect the restraints that were ostensibly promised by the family-viewing provision that a federal court declared illegal.

As Wilson Wearn, the president of Multimedia Inc. and chairman of the NAB joint board, has recognized (BROADCASTING, Feb. 7), writing the new guidelines won’t be easy if the board is taken literally. The board’s decree specifies a “strong TV code” with “revised and strengthened” program guidelines, but, tacitly acknowledging the adjudged illegality of centralized enforcement, it points out that the guidelines may only be “advisory.”

Maybe it can be brought off, but only if the drafters of the guidelines attach a reasonable interpretation to the resolution adopted by the board. A “strong” code and “revised and strengthened” guidelines need not mean meticulous instructions as to the nature of program content that is deemed impermissible. The more detailed the guidelines get, the more they will tend to deny independence of judgment to code subscribers. Once again the code could become a mechanism for centralized program control.

The drafting committee could expedite its work if it agreed to a simple statement of principles—which are all the guidelines that are needed in a system where licensee responsibility cannot be delegated. It is enough for an NAB code to say, in its provisions related to programing, that the authority for what goes on the air belongs to the individual broadcaster and to recommend that special attention in programing judgments be paid to the incidence of sexual acts or references and to scenes of violence.

No broadcaster worthy of his license needs an NAB code to tell him when the point of offensiveness is reached in a television program. There may, however, be a purpose in a code that reminds him that the rejection of offensiveness is his responsibility.

If that is the kind of arrangement that the NAB code ultimately recognizes, progress may be justly claimed.
you'll LOVE your ratings with Hanna-Barbera Entertainment

Success starts at TAFT, H-B...when you visit our suite and see our family programming. While you're there, pick up a Valentine Fun Bag.

Visit Us in Suite 962-3, Fontainebleau Towers

TAFT, H-B PROGRAM SALES

One East 57th Street, 9th Floor, New York, New York 10022 • (212) 838-1225

A TAFT BROADCASTING COMPANY ©1976 HANNA BARBERA PRODUCTIONS, INC. RADIO COMICS, INC.
THERE'S A RUMBLE FROM N.Y. TO L.A. IT'S...

Look what happened when the SHA NA NA pilot was telecast last month! A 18.8 average audience rating* on the stations that carried the show, which account for 77% of U.S. TV homes!...a 22.0 in New York (WABC-TV)...And great young adult demographics. SHA NA NA delivered a big audience and the right audience for Prime-Time Access. The SHA NA NA series is now available for the Fall of 1977. SEE US AND GET ALL THE DETAILS!

SHANNA

18.8 RATING*