The new struggles for TV program supremacy
Preview of disputes to come in Act's rewrite
Storer stations are concerned and are doing something about it.

Robbery up 14%. Burglary up 17%. Forcible rape up 9%. Aggravated assault up 9%

According to figures released by the FBI in 1975, crime took the biggest jump in 45 years. And every indication is that the trend is continuing.

Especially frustrating to law enforcement officials is the number of handguns and their easy availability.

Also infuriating is the fact that 65% of all people convicted of a felony are placed on probation. Many never set foot in a jail. This, in spite of the fact that nearly two-thirds of all those arrested for crimes are repeat offenders.

Storer Stations feel that this frightening rise in crime in America must be fought at every turn. So, daily, they lend their support editorially and in programming to crime-fighting efforts.

One case in point was WJBK-TV, Detroit, this past January. Legislation was introduced in the Michigan Senate calling for mandatory two-year prison terms for anyone convicted of using a handgun in the commission of a felony.

The bill was overwhelmingly passed by the State House, but faced serious roadblocks in the Senate. An attempt to bury the bill in committee was barely beaten down by an 18-13 vote.

Knowing a final decision was near, WJBK-TV devoted a series of editorials and guest viewpoints on 5 consecutive days that urged viewers to call and write their State Senator, demanding approval of House Bill 5073.

Just four days after the series, the bill was passed 28-7!

Representative Denis Hertel who introduced the bill credits WJBK-TV exclusively with getting the measure passed. In a letter to WJBK-TV, he stated: “I want to thank you for the tremendous combined effort you put forth to insure the passage of H.B. 5073. Your efforts aroused the citizens to call and write their legislators in unprecedented numbers. Hopefully, this taste of success will cause people to increase their efforts to contact their representatives.”

And this is typical of the deep involvement in the affairs of their communities by all Storer Stations.

As we see it, the more effective we are in our communities, the more effective we are for our advertisers, and the more effective we are for ourselves.

Broadcasting that serves.

Storer Broadcasting Company
DIGITAL VIDEO EFFECTS: A unique range of electronic effects previously unachievable except by optical techniques.
BUSINESS IS BOOMING □ NATPE's spiral of success continues upward in Miami; conventions move next to West Coast for three-year stand. PAGE 21.

KISSINGER SIGNS WITH NBC □ Former secretary of state will do commentary, documentaries, gives network rights to book. PAGE 23.

HARD MAN TO FOLLOW □ Reporters air gripes with President Carter; he insists on some privacy. PAGE 23.

PAYOLA PROBE OPENS □ Payments to Washington disk jockey are alleged by concert promoter. PAGE 24.

NOW IT'S NIRA □ All-news radio stations form association, start up operations next month. PAGE 25.

DON'T BLAME BARBARA □ ABC tells the world that it's standing by Walters, hints that affiliates could do better with their lead-ins. PAGE 26.

NETWORK RECONNAISSANCE □ In Miami Beach, it was a love feast for ABC during discussions of its programming. PAGE 30. The NBC session, surprisingly calm, dwelt on its future line-up. PAGE 34. There was some grimmness in the CBS huddle with the talk about plans for a comeback in the ratings. PAGE 34.

LAUNDERING □ Top syndicators at NATPE discuss problems and procedures in processing off network series. Other speakers touch base on the prime-time rule, imported programs, barter and talk shows. PAGE 38.

MCA APPLAUDS FCC □ President Sid Scheinberg endorses the commission's upcoming scrutiny of the networks as he deplores the "unfair restraints and abuses" of ABC, CBS and NBC. PAGE 40.

VIOLENT ABOUT VIOLENCE □ Representative Toby Moffett, testifying at the regional PTA hearing in Hartford, Conn., calls for corrective action by the government. The member of the Commerce Committee takes a swipe at the FCC for being "too cozy with the networks." PAGE 48.

HIMAN BROWN'S NEW CHALLENGE □ The CBS producer opens another door in radio's theater of the mind with the new General Mills Adventure Theater series. PAGE 55.

REWRITE KIBITZERS □ Panelists in Miami Beach heap praise and criticism on the proposed revamping of the Communications Act. PAGE 57.

NO SOLO FOR THE HOUSE □ The Senate Communications Subcommittee wants to review the whole of telecommunications policy, sets first hearing March 21-23. PAGE 60.

NO VOTE FOR FERRIS □ House Communications Subcommittee Chairman Van Deering doubts that the counsel to House speaker is the best choice for the FCC chairmanship. PAGE 61.

REVAMP □ PBS member stations form a 52-person board of directors and approve a $4.5-million budget ceiling. PAGE 67.

3 IQ SPENDERS □ A side-by-side account is presented on what was spent on broadcast advertising during the 1976 presidential campaign. PAGE 70.

WARC REPORT □ The World Administrative Radio Conference has ended with a treaty for satellites in the 11.7-12.2 ghz band. PAGE 71.

DELAYED REACTION □ PBS will video tape and televise President Carter's call-in show that will be broadcast by CBS Radio. PAGE 73.

COMEBACK HOPES □ CBS sets 1978 as target date to be number one again. PAGE 74.

THE ROAD TO CANADA □ Executives of the Canadian Cable Television Association talk about the status of the cable industry in Canada, where 50% of the homes may receive cable soon. PAGE 77.

SPEARHEADING FOR SONY □ When the equipment maker set up its broadcast division in 1975, it picked David MacDonald to be general manager. He says it was just another lucky break; his history says it was another example of his astuteness. PAGE 101.
This company is known worldwide for the manufacture and marketing of a comprehensive range of interior furnishings, including resilient flooring and carpets, ceiling systems, and furniture; and a variety of specialty products for the building, automotive, textile and other industries. This outstanding industrial leader contributes to the stability and growth of the great WGAL-TV market through extensive product development, the employment it provides, and its annual payroll. Shown above - the main plant in Lancaster, one of the many Armstrong facilities throughout the world.

Armstrong

WGAL-TV delivers strong buying power in a diversified area

This pioneer TV station effectively covers the entire Lancaster-Harrisburg-York-Lebanon ADI. One of the country's fastest-growing areas, this prosperous market is outstanding for its economic and business diversity and resultant stability. Consider the facts: manufacturing production $6,603,130,000; agricultural production $365,294,000; effective buying income $6,878,735,000*. Cash in on this outstanding buying power - include WGAL-TV in your planning.

WGAL-TV
LANCASTER-HARRISBURG-YORK-LEBANON, PA.

*1976 Sales Management Survey of Buying Power
1976 Pennsylvania Abstract

STEINMAN TELEVISION STATIONS
Moving into radio

Though their agencies won't say that escalating costs of TV are factor, two heavy television accounts—ITT Continental Baking Co.'s Wonder Bread and Avis Rent A Car—are blueprinting substantial radio investments next spring on both conventional and nonwired networks. Wonder Bread (Ted Bates & Co., New York) and Avis (Dodge Dane Bernbach, New York) have used radio only sparingly in past. Spot radio reps are confident too that Procter & Gamble, Cincinnati, which virtually has shunned radio except for special market (ethnic) situations, will come into medium this spring on regional basis.

Oil spill

FCC staff has confronted commissioners with fairness item that could get controversial. It's proposed report and order concluding that Texaco commercial promoting advantages public is said to derive from company's integrated operations raises fairness-doctrine issue. What's more, staff is said to add that WTOP-TV Washington violated fairness doctrine in refusing request of Energy Action Committee for time to present opposing view. EAC contends that commercial was designed to rebut proposals to break up major oil companies. EAC also named ABC, NBC and WRC-TV Washington in its complaint (Broadcasting, Aug. 16, 1976), but staff would dismiss complaint against them. Staff says they aired commercial only handful of times and presented enough pro-divestiture material as balance. Item was on commission agenda two weeks ago, but consideration was postponed. It may come up this week.

Staying put

There's been speculation that NBC, which has dickered before for services of ABC Sports President Roone Arledge, may try again for his expertise in Olympics coverage, now that NBC has rights to 1980 Moscow games. But NBC authorities say not so—that he is not part of their Olympics plans. They say they would have made deal with him some time ago, not to make him NBC executive but to help set him up in production company, but that he declined. Some estimates put his current take at about $400,000 per year.

Talk still persists about new and larger deal for him at ABC, including reports that he might be given broad supervision over both news and sports. He worked for at least a year without ABC contract, and ABC sources say as far as they know he still doesn't have new one. But James E. Duffy, president of ABC-TV network, assured affiliates last week that "he's staying with us." [Page 7]

Rewrite timetable

Among considerations that must be factored into effort to rewrite Communications Act is tenure of Lionel Van Deerrlin (D-Calif.), chairman of House Communications Subcommittee who is point man on project. Mr. Van Deerrlin will be 63 in July, has served in Congress since 1963, is expected to stand for office again in 1978. But that could well be his last term, bringing total congressional service to 18 years. Thus, when he expresses hope that rewrite process can be concluded in next two Congresses (see stories page 57 and 61), he's probably pairing deadline with that of his own career.

Portuguese pact

Without fanfare, representatives of Portugal and U.S. signed new 15-year agreement in Lisbon last week for continued operation of 18 shortwave transmitters at Gloria, Portugal, beaming signals of Radio Free Europe to Eastern Europe, and of Radio Liberty into Soviet Union. Since expiration of original pact three years ago, U.S. installations have operated under gentlemen's agreement. Transmitters generate 1.8 million watts.

New agreement provides for installation of additional transmitters, subject to amount to be appropriated by Congress. Both RFE and RL are now funded by United States government.

SRO at NAB

National Association of Broadcasters is scrounging for hotel space to accommodate delegates to its Washington convention March 27-30. NAB authorities must care for estimated 12,000 bodies with currently allocated 8,000 rooms (6,000 of which are already committed). NAB hopes to snap about 2,000 more rooms, but not at three headquarters hotels.

Washington hotelmen say it's first time in city's history that Sheraton Park, Shoreham and Washington Hilton have had all exhibition space committed. According to Harold Niven, NAB vice president in charge, there's waiting list of at least 15 exhibitors, in addition to 200-plus already accommodated.

Another prospect

Alfred Kahn, chairman of New York State Public Service Commission, has backing on Capitol Hill for FCC chairmanship. He is among several who would be "excellent" choice for job, in opinion of House Communications Subcommittee Chairman Lionel Van Deerrlin (D-Calif.), who has been critical of apparent White House favorites, Charles Ferris (see page 61). Economist Kahn has had extensive experience with common-carrier regulation, impressed Communications Subcommittee with his testimony in hearings on so-called Bell bill (he's against it).

'Roots' growing

ABC-TV will almost certainly do another long-form miniseries bringing characters in Roots from immediate post-Civil War period to present. ABC story people are now scouring boxes of material that author Alex Haley did not incorporate into his book to flesh out late 19th century and 20th century chapters for miniseries. New movie could end with two-hour episode based on "The Search for Roots," which Mr. Haley is now writing and which details process by which he traced his genealogy.

More paper

FCC is expected to take on heavy new administrative burden when it acts to comply with General Accounting Office report critical of commission's procedures for making sure its employees do not own stock in regulated companies. At present, some 300 employees file annual financial reporting statements. Under proposal being considered, number will approximately double. Rule would apply to all employees down to level of GS 13, as well as to wider range of GS 11's and 12's than are now covered.

As for remainder of employees (among whom ownership of prohibited stock is not considered likely) they would be required to file disclosures. Question officials working on project ask is how Congress will feel about providing funding for FCC and other agencies will require to review increased number of reports.

On display

Now that National Association of Broadcasters has completed reconvening staff (except for selection of VP for television) as blueprinted by board task force, key officials up to and including Vincent T. Wasilewski, president, now must prepare for annual evaluations of their work, also by blueprint of task force. NAB board members are careful not to intimate there's trouble ahead for Mr. Wasilewski or other officers, but say they'll be watched more closely than in past. First evaluation of Mr. Wasilewski and John Summers, executive vice president and general manager, will be done by executive committee next fall.

Broadcasting Feb 21 1977 7
Jerry Stiller & Anne Meara thought they knew all about each other. Until they played "Tattletales"!

So did:

Bob Newhart & Ginnie Newhart,
Doug McClure & Diane McClure,
Richard Dawson & Jody Donovan,
Gene Rayburn & Helen Rayburn,
Dan Rowan & Joanne Young,
Orson Bean & Carolyn Bean,
Steve Allen & Jayne Meadows,
George Johnston & Totie Fields,
Bobby Van & Elaine Joyce,
Will Geer & Ellen Corby,
Scoey Mitchell & Claire Mitchell,
Cathy Rigby & Tommy Mason.
Celebrity couples “tell all” and discover even more about each other when “Tattletales” host Bert Convy pops provocative questions like these...

“Ladies, would you pose for a nude centerfold for $1 million tax free?”

“Gentlemen, who is more emotionally mature, you or your partner?”

“Ladies, could you be in love with two men at the same time?”

After three hit seasons of spicy questions and intimate revelations on CBS’s daytime schedule, Goodson-Todman’s “Tattletales” is now available as a once-a-week half hour for Fall ’77 prime access schedules. With a highly desirable mix of 30 original, first-run episodes and 22 repeats in its first syndicated year.

First sales: the CBS Owned Stations in New York, Los Angeles, Philadelphia and St. Louis.

Call today for this sophisticated prime access show that’s going to bring young couples together again. In front of the television set.

Goodson-Todman’s

“Tattletales”

Firestone Program Syndication Co.
540 Madison Avenue, New York, N.Y. 10022
(212) 593-3013
E.l. duPont De Nemours □ Floor tiles will get two spot-TV flights in early March and mid-April, running four to eight weeks each. N.W. Ayer, New York, will schedule spots in day and prime-time hours, reaching them to women, 25-49.

Coca-Cola □ Food division will feature Maryland Club coffee in eight-week spot-TV promotion later this month. Tatham-Laird & Kudner, Chicago, will buy spots in about 15 markets. Day, prime, early and late fringe-time periods are being sought, zeroing in on adults, 35 and over.

Colgate □ Ajax cleanser will be featured in nine-week spot-TV promotion beginning in May. Norman, Craig & Kummel, New York, will place spots in day and fringe-time periods, seeking women, 18-49.

Procter & Gamble □ Company is mapping 13-week spot-TV drive for various products beginning in late March. Benton & Bowles, New York, will schedule spots in day and fringe-time hours, seeking to reach women, 18-49.

Anheuser-Busch □ Virginia Busch Gardens will get nine-week spot-TV promotion starting in late March. Gardener, St. Louis, will arrange spots in fringe, news and prime-time periods in four markets, seeking to reach women, 18-49.

General Foods □ Food company is planning 13-week spot-TV campaign for various products in early April. Grey Advertising, New York, will place spots in 55 markets during day, fringe and prime-time periods. Promotion is geared to reach women, 25-54, and children 6-11.

A&P □ Supermarket chain is planning 13-week spot-TV drive beginning in late February. McCann-Erickson, New York, will schedule spots in fringe, special and news-time periods to reach women, 28-49.

Carte Blanche □ Credit card firm will launch 10-week spot-TV drive later this month. Delta Feminina, Traviso & Partners, Los Angeles, will buy six markets during news and sports-time periods, gearing drive to men, 25-54.

Bristol-Myers □ Consumer goods company will emphasis its Ticke deodorant in 12-week spot-TV drive beginning in early March. Doyle Dane Bernbach, New York, will arrange spots in 40 markets during fringe time-periods. Women, 18-24, are target audience.

Kellogg □ Food manufacturer will feature is Corny Snaps in five-week spot-TV drive starting in early April. Leo Burnett, Chicago, will direct spots to children, 6-11, during day and weekend viewing time hours.

General Telephone □ Business equipment will be featured in six-week spot-TV campaign in late February. Doyle Dane Bernbach, New York, will buy into about 15 markets during fringe, prime and news-time periods to reach men, 25-54.

Starkest □ Nine Lives cat food will be featured in four week spot-TV promotion beginning in early March. Leo Burnett, Chicago, is placing spots in day, early and late fringe-time periods to reach women, 18-49.

Hasbro □ Toy and game company will sponsor barter basis animated series, Fred Flinstone and Friends, in major markets starting in fall. Ninety-five episodes are available, consisting of off-network series including The Flintstones, Pebbles and Bam Bam, I Dream of Jeannie, Partridge Family, 2,200 A.D., Gooper and the Ghost Chasers and Yogi's Gang. New introductions and bridging materials are being produced by Hanna-Barbera Productions, Los Angeles, for series which is being offered through Hasbro's agency, Benton & Bowles, New York, in conjunction with Cluster Television Productions, Towson, Md. Target audience is all children.

Nestle □ Crunch candy bar will be spotlighted in 12-week spot-TV campaign beginning in May. Leo Burnett, Chicago, will buy spots in children's viewing times to reach children, 2-17.

American Can Co. □ Dixie up living ware will get eight-week spot-TV drive starting in early May. SSC&B, New York, will set spots in fringe-time periods, to reach women 18-49.

Hot Point □ Appliance manufacturer will take three-week spot-TV drive in early April. Gaynor Media, New York, will set spots in fringe, access and news-time periods to reach women, 35 and over, and men, 25 and over.

Japan Air Lines □ Airline company is preparing four-week spot-radio campaign beginning later this month. Ketchum, MacLeod & Grove, New York, will place spots in four markets including Chicago and New York, seeking to reach adults, 35-64.

Hertz Mountain □ Pet food and product firm is arranging eight-week spot-TV push for its products beginning later this month. Hope Martinez Media, New York, will set spots in fringe access and news-time periods, aimed to reach men and women, 18-49.

Sperry Hutchinson □ S&H Green Stamps will take two three-week spot-TV flights in mid-March and early May. SSC&B, New York, will set spots in day and fringe-time periods to reach women, 18-49.

Bonanza □ Restaurant chain is mapping two-week spot-TV drive for mid-March. Marschalk, New York, will set spots in

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**Business Briefly**

**BAR reports television-network sales as of Jan. 30**

<table>
<thead>
<tr>
<th></th>
<th>Total minutes week ended Jan. 30</th>
<th>Total dollars week ended Jan. 30</th>
<th>1977 total minutes</th>
<th>1977 total dollars</th>
<th>1976 total dollars</th>
<th>% change from 1976</th>
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<td>Monday-Friday</td>
<td>142</td>
<td>$780,800</td>
<td>545</td>
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<td>$2,902,600</td>
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<td>Monday-Friday</td>
<td>1,015</td>
<td>14,877,000</td>
<td>3,926</td>
<td>55,846,000</td>
<td>52,576,400</td>
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<td>10 a.m.-6 p.m.</td>
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<tr>
<td>Saturday-Sunday</td>
<td>323</td>
<td>7,246,000</td>
<td>1,603</td>
<td>43,657,500</td>
<td>31,878,500</td>
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<td>Monday-Saturday</td>
<td>100</td>
<td>3,543,400</td>
<td>426</td>
<td>16,017,000</td>
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<td>Sunday</td>
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<td>847,900</td>
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<td>33,931,000</td>
<td>1,783</td>
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<td>Monday-Sunday</td>
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<td>3,609,700</td>
<td>807</td>
<td>16,283,900</td>
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<td>Total</td>
<td>2,222</td>
<td>$64,835,800,277,264</td>
<td>$234,817,000</td>
<td>$18.9</td>
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Source: Broadcast Advertisers Report

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Broadcasting Feb 21 1977

10
"That's right, sir. We're booked in New York, Los Angeles, Chicago, Washington, Cleveland, Boston, Indianapolis and Phoenix..."
“We've topped movies, variety and adventure on the other networks over four full seasons. Check our national numbers.”

“THE BOB NEWHART SHOW” AND COMPETITION SATURDAY, 9:30-10PM (1972-76 NATIONAL AVERAGES)

<table>
<thead>
<tr>
<th></th>
<th>BOB NEWHART</th>
<th>NET X</th>
<th>NET Y</th>
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<tbody>
<tr>
<td>A.A. %</td>
<td>22</td>
<td>14</td>
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<tr>
<td>Share</td>
<td>37</td>
<td>24</td>
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<td>Households (000)</td>
<td>14,750</td>
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<td>Total Women (000)</td>
<td>12,670</td>
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<td>Women 18-34 (000)</td>
<td>4,010</td>
<td>2,760</td>
<td>3,870</td>
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<tr>
<td>Women 18-49 (000)</td>
<td>6,870</td>
<td>4,680</td>
<td>6,640</td>
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<tr>
<td>Teens &amp; Kids (000)</td>
<td>7,940</td>
<td>5,340</td>
<td>6,490</td>
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Source: NTI
1972-73 Sept. 1, week 2—March II.
1973-76 Sept. 1, week 2—March I.
Regularly scheduled programs only.
"Look at our local rankings, too. Frankly, I’d say we’ve been spectacular just about everywhere."

"THE BOB NEWHART SHOW"
RANK IN LOCAL MARKET TIME PERIODS
(1972-76 AVERAGES)

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<th>SF</th>
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<th>DET</th>
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<td>Total Women</td>
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<td>1</td>
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<tr>
<td>Women 18-49</td>
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<td>1</td>
<td>1</td>
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</table>

Source: NTI, November, Feb-Mar and May for years cited.
"And don’t forget demos that spot buyers like. Here, we’re really super."

"THE BOB NEWHART SHOW" VS PRIME TIME AVERAGES FOR ALL SITCOMS AND ALL EVENING PROGRAMS

<table>
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<tr>
<th></th>
<th>&quot;THE BOB NEWHART SHOW&quot;</th>
<th>AVERAGE SITCOM</th>
<th>AVERAGE EVE. PROGRAM</th>
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<tr>
<td>Index: 100</td>
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<tr>
<td>Income: $15,000+ H.O.H. prof, owner or mgr.</td>
<td>120</td>
<td>94</td>
<td>93</td>
</tr>
<tr>
<td>H.O.H. with 1+ yrs. college</td>
<td>108</td>
<td>94</td>
<td>89</td>
</tr>
<tr>
<td>Household Size:</td>
<td></td>
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<td>1-2</td>
<td>88</td>
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<td>3-4</td>
<td>101</td>
<td>107</td>
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<td>5+</td>
<td>132</td>
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<td>Non-Adults:</td>
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<tr>
<td>1</td>
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<td>2+</td>
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Source: NTI/Market Sections Audience Report, II/76. Index based on A.A. Household Ratings. Note: Audience estimates are subject to qualifications which Viacom will provide upon request.
fringe and prime-time viewing peaks in six markets, aiming to reach adults, 18-49.

Mrs. Smith’s Pies □ Company will take two spot-radio flights in late March and April, running three weeks each. J.M. Korn & Son, Philadelphia, will set spots in Seattle market, zeroing in on women 25-49.

National Coal Association □ Organization is mapping four-week spot-TV information promotion for coal starting in early April. Richard Newman Associates, Champaign, Ill., will gear spots to adults, 18-49, and will set them in about 25 markets during news, access and prime-time viewing hours.

F.J. Strauss □ Company introduces Paint ‘n Puff, new painting element called Puffer, which, when heated, produces 3-D effect. Hellitzer Advertising, New York, will schedule spot-TV promotion beginning in late March. Campbell-Mithun, Minneapolis, will schedule spots in about 17 markets during prime, early and late fringe-time periods to reach adults, 18-34.

Garan □ Clothes manufacturer will have two spot-TV flights for Garanimals children’s wear in March, running three-to-four weeks each. Shaller Rubin Associates, New York, is arranging spots in fringe, access and news-time hours in about 19 markets, target audience is women, 18-49.

Bani □ Reunite wine gets five-week spot-TV promotion in early March. Allscope Services, New York, will arrange spots in 15 markets during prime, news and fringe-time hours, targeted to adults, 18-49.

Archway Cookies □ Company is planning six-week spot-TV push in late March. Archway United, Chicago, will buy spots in 50 markets during day, access, prime, news, weekend and early and late fringe-time periods, seeking to reach women, 25-64.

Burgess □ Company features Vibrocrafter lawn sprinkler, in five-week spot-TV drive starting in late March. Marsteller, Chicago, will buy into 20 markets during news, special, weekend, early and late fringe-time periods. Demographic target is adults, 25-49.

California Milk Producers □ Milk will get 13-week spot-TV promotion beginning in late March. Cunningham & Walsh, San Francisco, will place spots in California markets during day, access, prime, news, weekend early and late fringe-time periods to reach teen-agers and adults, 18-49.

American Egg Board □ Eggs will get 38-week spot-TV campaign beginning in April. Campbell-Mithun, Chicago, will arrange spots in top 20 markets during access, news, prime, weekend and early and late fringe-time periods, aiming to reach women, 18-49.

Mirro Aluminum □ Company will display its cookware in five-week spot-TV campaign beginning in mid-April. Cramer-Krasselt, Milwaukee, will place spots in 20 markets during late fringe, prime and weekend periods to reach women, 18-49.
The special treatment for special programming

Advertisers investing in television specials may be picking a winner in terms of star values and entertainment superiority. But the shows can flop in the ratings unless they are properly publicized and promoted.

A special, of course, is a one-time thing. And unless it achieve high visibility over a period of a few months or at least weeks before airing, what purpose does it serve? We are especially cognizant of this risk at N.W. Ayer because of our long association with the Bell System, which began sponsoring TV entertainment specials 21 years ago. Today, the Bell System is one of the very few advertisers, year in and year out, that buy a series of one- and two-hour special programs.

It is because of the rarity of these entertainments—their special nature, if you will—that the public relations planning, organization and follow-through on them is so important. Our job is to help build the rating of a one-time program that is competing with regularly scheduled shows. More often than not, we have been able to do that at Ayer, with, sometimes, a little different approach to the problem.

Recently, for example, we called on Don Ameche. You remember Don Ameche. He invented “The Ameche” when he played Alexander Graham Bell in the 1939 film, “Alexander Graham Bell.”

Fa done to the summer of 1976 and—what else?—Don Ameche was once again picking up his calls at the telephone company.

It happened like this: Our office wondered how it would promote the repeat of “Jubilee,” coming up in September on NBC. Of the stars in “Jubilee,” Bing Crosby was off golfing in Scotland, Liza Minnelli was making a movie with Robert DeNiro, Steve Lawrence and Eydie Gorme away who knows where, etc. The one star we did work with was booked on the Johnny Carson show and briefed thoroughly before we went on so he would be sure and talk about “Jubilee.” But he forgot.

We were therefore in a funk last summer when, one sheltering night one of the insomniacs around here who watches the Late Late Show tuned in “Alexander Graham Bell.” “Ah,” he said to himself, “the solution to our problem.”

Ergo, the next morning he mentioned his previous night’s viewing, with this dramatic result: Before you could say “number, please,” Don Ameche had been retained as the “advance man” for “Jubilee,” which celebrated the first 100 years of the telephone. Was Don Ameche in “Jubilee”? No, indeed. To millions of moviegoers, however, Ameche did invent the telephone. And, in the absence of Alexander Graham Bell himself to go on tour and do promos...

In this very unscientific business, if I may spell out the point, you go with what you’ve got and, if necessary, with what you haven’t got but can imagine. In the case of “Jubilee,” the press loved Don Ameche, went along with our little joke and wrote up him and our show in media, ranging from the New York Times to the syndicated Earl Wilson column and UPI.

To publicize the second broadcast of The Tiny Tree Dec. 12 on NBC, we came up with an idea that developed into what was probably the first-ever three-network promotion. The object of all this uncustomed coziness: song writer Johnny Marks. Mr. Marks had three seasonal specials coming up in December, all within the space of 12 days on each of the three networks.

With this in mind and—yes—to publicize Rudolph, the Red-Nosed Reindeer (“13th Framing Year”) and Mr. Marks’s brand new show, Rudolph’s Shiny New Year on ABC, in addition to Tiny Tree, our office took Mr. Marks on a PR tour of 12 Nielsen cities. The three networks drew straws and set schedules in the various cities.

So we deliberately set Johnny Marks up to publicize two specials in which we had no direct interest, in order to get the maximum space for Tiny Tree. With Buddy Ebsen narrating and Roberta Flack singing, we knew Tiny Tree was a good show. But we also knew our Tiny Tree grew in a programing forest that was a bit historic, if

only because Johnny Marks was the only composer of three Christmas specials on three TV networks in the space of less than two weeks.

Editors, after the Marks tour, wrote about them all, to the delight of, among others, the publicity-promotion executives at the networks—Barrie Richardson at CBS, Tom Mackin at ABC and John Scuoppo at NBC, who worked closely with us on the project.

To celebrate The Man in the Iron Mask, Jan. 17 on NBC, two favorable articles appeared in the New York Times. A third Times piece referred sympathetically to the Bell System’s willingness to “take chances with high-budgeted ‘family classics,’ using first-rate actors, writers and directors,” and its difficulty in getting the air time it wants for a series of such shows on a network.

The actual drudgery on Iron Mask began in France last August when the show went into production. Schools, a prime target in our campaign from the beginning, received educator-prepared kits or study guides, a Scholastic TeleGuide and a Scholastic magazine interview with John P. Howland of the Bell System. Television editors benefited, as we did, from the following innovation: “Orders” for exclusive interviews with performers and producer Norman Rosemont were taken from individual TV editors in major markets. Now writing “exclusive to you in your city” articles is not new, but this idea went far beyond that. In this undertaking, each editor, contacted before the show went into production, submitted specific questions he wanted answered. Thirty-one separate interviews were subsequently completed on the location (including one that was syndicated by Women’s News Service to 150 papers); all were laboriously poured out in 31 different versions on a portable typewriter in a dreary motel room and airmailed directly to the editors by our representative before he was allowed to leave France.

The resulting early pick-up in between TV seasons when editors had extra space, in no way jeopardized the second avalanche of copy and art planted by this office and NBC just before the telecast.

The next Bell System special (May 30 on NBC) will be the first straight dramatic production on television of Thornton Wilder’s Pulitizer Prize play, “Our Town.” (Frank Sinatra starred in a musical version of “Our Town” 18 years ago on CBS.) As of this writing, no actors have been signed and there is no script. But there already is a basic and detailed promotion plan.

Remember: a special, to be really special, deserves special treatment. Or it may turn out to be ordinary.
WHEN YOU'D GIVE A MILLION TO GET SOMETHING SOMEWHERE OVERNIGHT, WE'LL DO IT FOR $12.50.

When you buy a Federal Express COURIER PAK, you buy yourself some time.

Because any documents, contracts, sealed bids, reports, dictation tapes, anything urgent or important you put in a Courier Pak today will be just about anywhere in the country in the morning.

Here's how it works: Courier Pak is a waterproof, tearproof envelope, 15 1/2" by 12". When you have something to send, just put it in the Courier Pak (up to 2 lbs. per envelope), fill out the label, call us, and we take it from there.

We pick it up, put it on one of our planes, and deliver it by noon the next day.

Door to door for only $12.50.

The difference between us and every other document delivery service is, the planes we use belong to us. We own an entire fleet of jets that crisscross the country every business night. So we're not dependent upon the passenger airlines like everybody else.

We fly Courier Paks overnight, when documents need to fly, not people.

On a nationwide route structure designed for documents, not people.

To small towns like Macon, Albuquerque, and Wichita, as well as New York, Los Angeles, and Chicago.

Doing the whole job ourselves, the pickup, the flight, and the delivery, is what makes Federal Express Courier Paks work.

It also makes them safe, because nobody else ever touches them but us. And since Courier Paks never leave our hands, it makes them a lot easier to trace.

Courier Paks are less expensive than over-the-counter airline services and they're more convenient because you don't have to take your packages out to the airport and pick them up. They're faster and more reliable than special postal services, and you can get a signed proof of delivery receipt if needed.

If you like, you can even charge Courier Paks on your BankAmericard or Master Charge.

To order some for yourself, just call your local Federal Express office listed in the Yellow Pages, or write Mr. Carl Williams, Courier Pak Marketing Manager, Federal Express Corporation, AMF Box 30157, Memphis, Tennessee 38130. Or call our Customer Information Hotline (800) 238-5355, in Tennessee (800) 542-5171.

The Federal Express Courier Pak.

It's changing the way America does business, overnight.

FEDERAL EXPRESS COURIER PAK®

COURIER PAK® is a registered trademark of Federal Express Corporation.

U.S. postal regulations specify that if you include any first class (letter) material in the Courier Pak, proper postage must be applied and canceled.
This week

Feb. 22 — Corporation for Public Broadcasting—Public Detroit, Ceasing Sera he partnership review committee meeting. Hyatt Regency hotel, Atlanta.
Feb. 22 — Tennessee Association of Broadcasters legislative reception, National Life Center, Nashville.

Major meetings

March 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.
May 24-25 — Annual meeting, CBS TV affiliates, Century Plaza hotel, Los Angeles.
June 2-4 — Associated Press Broadcasters annual meeting. Chase-Park Plaza, St. Louis.
June 11-18 — Broadcast Promotion Association 22nd annual meeting, Wyndham Plaza hotel, Los Angeles. 1978 convention will be June 17-20, Radisson Downtown, Minneapolis; 1979 convention will be June 9-14, Queen Elizabeth hotel, Montreal.
Sept. 15-17 — Radio Television News Directors Association international conference, Hyatt Regency hotel, San Francisco. 1978 conference will be at Atlanta Hilton hotel, Sept. 12-16; 1979 conference will be at New Marriott hotel, Chicago, Sept. 11-14.
Sept. 15-21 — Institute of Broadcasting Financial Management 17th annual conference, Hyatt Regency, Chicago. 1978 conference will be held Sept. 17-20 in Las Vegas; 1979 conference will be in New York.

Ramada Inn, Airport, Detroit.
Feb. 24 — Radio-Television Council of Cleveland's annual "Take a Broadcaster to Lunch" meeting. Nanette Fabray will be guest speaker. Sheraton Cleveland hotel, Cleveland.

Also in February

Feb. 25 — Revised date for start of Federal Trade Commission's public hearing on proposed trade regulation rule on over-the-counter drug advertising. Original date was Jan. 10, Washington.

March

March 1 — Deadline for entries in American Outstanding Achievement in Journalism awards competition. Award of $1,000 will be given for the print article or broadcast on osteopathic medicine judged most outstanding. Contact: AGA, 212 East Ohio Street, Chicago 60611.
March 1 — Deadline for radio and television entries in annual competition for Gavel Awards of the American Bar Association for programing "increasing public understanding of the American system of law and justice." Same deadline prevails for entries in magazine, newspaper categories and other media categories (including wire services and news syndicates). Deadlines for books will be Feb. 1. Entry form and information: Gavel Awards, ABA, 1155 East 60th Street, Chicago 60637.
March 1 — Television Bureau of Advertising regional sales seminars: MGM Grand hotel, Las Vegas.
March 1 — Radio Advertising Bureau sales clinic. Holiday Inn-Minneapolis Airport 1, Minneapolis.
March 1 — Deadline for entries in the 1976 Roy W. Howard Awards, sponsored by The Scripps-Howard Foundation to recognize public service during 1975 by a commercial radio station and a commercial TV station. (Similar awards will be made for a newspaper) A bronze plaque and a cash award of $2,500 will be given. Additional prizes may be awarded at the discretion of the foundation. Entries: F Ben Hevel, The Scripps-Howard Foundation, 500 Central Avenue, Cincinnati 45202.
March 1 — FCC’s new deadline for comments on amendment of cable television rules to reduce filling requirements for certiﬁcates of compliance and to include rules to eliminate "clutter" (Docket 21002). Replies are due April 1, FCC, Washington.
March 1 — FCC’s new deadline for comments on cable television syndicated program exclusivity rules and their effect on viewing public (Docket 20988). Replies are due April 1. FCC, Washington.
March 2 — Council of Churches of the City of New York's 13th annual broadcast awards luncheon, American Hotel, New York.
March 2 — FCC's deadline for comments on its inquiry into proposed reduction of interference, excluding emis- sions for CB class D transmitters to decrease interference to television and other services (Docket 21000). Replies are due April 1, FCC, Washington.
March 2 — Radio Advertising Bureau sales clinic. Sheraton-Royal hotel, Kansas City Mo.
March 2 — Ohio Association of Broadcasters legisla-
Feeling it

EDITOR: I must take issue with your com-
pliment comment in the editorial ("De-
tente," Jan. 24): "... a law denying tax
deductions for Canadian advertising pla-
ced on American media ... but its full
effect will not be felt by U.S. stations for
some time. Existing contracts were pro-
tected for a year."

The fact is that the number of existing
contracts was mighty small, since most of
them ended around Christmas and the law
went into effect Sept. 22. Some stations
did get longer contracts through the fact a
few agencies were astute enough to listen
to reps and issue them early in September.
The majority did not and today refuse to
buy border TV, some claiming it is bad for
their clients' corporate image—some
because they figure the tax adds at least
50% to the cost, some because they don't
want to have to set up separate account
changes for the U.S. portion of a campaign
and some because they are quite happy to
keep right out of TV and into print.

I know that some border stations have
been cut 75% in Canadian revenue and
several rep firms that, like mine, specialize
in representing U.S. stations, have had to
cut back in personnel and services for-
merly subscribed to. As if that were not
enough, more than 3,500,000 spent last
year by Canadian provinces and the feder-
al government in U.S. broadcast media to
promote tourism has, in 1977, been
switched to magazines and newspapers.—
Andy McDermott, Toronto.

Separatism

EDITOR: In the early days of radio, some
stations would not accept commercials that
sounded as though they were the personal
recommendations of the announcer or sta-
tion. The word "we" was largely taboo.

Recently, a popular Chicago station
broadcast a commercial to the effect that
the advertiser was "the leading" Chicago
dealer of electronic appliances. The an-
nouncer was merely reading a commercial,
but it could have been interpreted by the
unwary as news or a matter of fact.

I suggest that, immediately before such
commercials are broadcast, a quick beep
be sounded. It would be ineffective and not
detract from the commercial or pro-
gram. It need not be explained. The public
would soon catch on.—Leo P. Bott Jr.,
Chicago.

Prime-time radio?

EDITOR: With all the talk these days about
a fourth television network, I find myself
wondering whether anyone is giving any
thought to another radio network—one
that would counterprogram television
three or four hours nightly with quality
comedy, drama and other predominantly
nonmusic and nonnews programming.

The success of the CBS Mystery Theater
illustrates there is an audience for such
programs, and its success came despite the
fact that it has been an "odd hour" in-
serted within numerous station formats at
different hours in different markets. I
know that CBS has been toying with the
idea of expanding its evening programing
on radio, and the premiere of its General
Mills Adventure Theater is noteworthy.
However, piecemeal movement can never
have the impact that a network committed
to several hours of quality programing
nightly can have.

Investment in radio entertainment
would revitalize a lost art form.—Jim
Mehrling, chief announcer, WEOI (AM)-
WEBA (FM) Elyria, Ohio.

Thurston for knowledge

EDITOR: Throughout our winter study pro-
gram we have enjoyed reading Broadcast-
ing. We found your features interesting
and informative, and often highly rela-
ted to some of the more important topics
in our discussion of "The Future of Broad-
casting." Those among us with a po-
itical bent particularly enjoyed the issue
devoted to "The Media and the Political
Process."

We'd like to express our gratitude for
the opportunity you afforded us to expand
our knowledge of the broadcasting indus-
try. You may have created a large pool of
applicants to the industry here at Williams,
and you've certainly made broadcasting a
more understandable topic for all of us.—
Kim Shorb, Charlie Thurston, Maryfran
Tyler, Pat Landers, Ben Gibbs, Bill Wick-
wire, Barbara Chomko, Ted Tucci, Steve
Jackson, Susan Suss, Sharon James,
Robert Kraus, Jon Miller, Andy Rinzler,
Joon Jacobs, Dennis O'Shea, George
Schutzer, William D. Dahling Jr., James
R. Caldwell, John Bessone, Dan
O'Connell, Henry W. Welch Jr., Glenn
Harris, Ed Carpenter, Steve Case, Tim
Layden, Joe Mellicker, Joe Power,
Williams College, Williamstown, Mass.

The above signed were students in a January winter study pro-
gram on the future of broadcasting at Williams College,
Williamstown, Mass. Their instructor was Donald A. Thurston,
president and general manager of WWNB-AM-FM North
Adams, Mass., and chairman of the National Association of
Broadcasters radio board.)

CONTINUED ON PAGE 84
THE PEOPLE HAVE SPOKEN.

It's great to know what your fellow songwriters and performers think of your work. And luckily there's no shortage of awards to tell you that—Grammy's, Tony's and Oscars.

But as rewarding as your fellow writers' and performers' praise is, the ultimate praise comes from the ultimate consumer of music—the public. They determine whether a song succeeds or fails. Their judgment is final.

30,000 of these consumers voted recently to determine the best in the world of music during the past year. The results were televised over the ABC network on January 31, 1977.

With the selection of Stevie Wonder as best Soul artist and his album "Songs in the Key of Life" selected as best Soul album, with the selection of Elton John* as best Pop-Rock artist and his single "Don't Go Breaking My Heart" as best Pop-Rock single, with the selection of Chicago as best Pop-Rock group, Wild Cherry's "Play That Funky Music" as the best Soul single, and the Eagles' "Greatest Hits" as the best Pop-Rock album, one thing became abundantly clear: if America can be said to like one kind of music particularly, it's ASCAP music.

And we would like to Congratulate Stevie, Elton, Chicago, Wild Cherry, and the Eagles for continuing a tradition that's over 60 years old.  

*PRS member, licensing in USA through ASCAP
NATPE: the only peril is prosperity

Program executives’ annual meeting hits a new record, begins to feel the pinch; more fun in the suites than sun on the sand at Miami

“Inevitably, we’re headed for the Conrad Hilton.” That was the reluctant conclusion of a veteran National Association of Television Program Executives program arranger in the wake of last week’s successful conference in Miami Beach. The total attendance had set a new record—2,211 program executives, advertiser and agency executives, syndicators, government officials, press and others involved directly or indirectly with what goes on the air. The total was up 17% over last year’s conference in San Francisco. A similar or greater jump is expected for next year’s, scheduled March 4-8, 1978, in Los Angeles’ new Bonaventure hotel in the “reclaimed” downtown section of that city, with attendance to reach between 2,500, and 3,000.

Progress is a two-edged sword for NATPE organizers. They’re delighted by the program’s success and the importance it means for their segment of the industry, but those who have treasured the relatively intimate environment of past NATPE’s are concerned that numbers may create an “impersonal” convention. The comparison is always to the annual meeting of the National Association of Broadcasters, whose size (5,440 in Chicago last year) has been cited as one of the reasons for NATPE’s own success. Convention planners think they’ll be all right in Los Angeles and even the year following—at the MGM Grand in Las Vegas—but are concerned whether NATPE will fit into San Francisco’s Nob Hill complex (the Fairmont, Mark Hopkins and nearby hotels) in 1980. Thus the reference to the Conrad Hilton in Chicago, long the NAB’s standby and one of the giants of America’s convention hotels.

The future notwithstanding, NATPE is delighted by the immediate past. Delegates attended sessions enthusiastically—even a 7:45 a.m. early bird on the relatively unglamorous subject of minority employment. (Those who attended Sunday morn-

Once and future kings. This was the look of NATPE’s executive hierarchy at the conclusion of last week’s 14th annual conference in Miami Beach. L to r: Jim Major of WSB-TV Detroit, the new president; Jack Jacobson of WGN Continental Broadcasting, Chicago, second vice president; Betty Woodland, the organization’s permanent secretary-treasurer; Phil Boyer, WLS-TV Chicago, outgoing president, and A. R. Van Cantfort, WSB-TV Atlanta, first vice president. Absent the unforeseen, Mr. Cantfort will succeed Mr. Major after next year’s convention in Los Angeles, and in turn will be succeeded by Mr. Jacobson after 1979’s convention in Las Vegas.
weekly nostalgia trip into the movie industry, put together by 20th Century-Fox Television out of its library of film clips, was bought for prime-access slotting by 26 TV stations in less than a week.

Those are but three among the many noteworthy sets of transactions in the five-day orgy of wheeling and dealing otherwise known as the 14th annual conference of the National Association of Television Program Executives, which ran down the curtain in Miami Beach last Wednesday (Feb. 16).

The sale of six minutes in OPT's six-hour miniseries version of Taylor Caldwell's novel, "Testimony of Two Men," to General Foods was consummated only after the OPT steering committee, headed by Al Masini, the president of TeleRep, lowered its per-minute-rate-card price from $110,000 to $80,000, justifying the slash by reporting that almost all of the 46 networks (of 70 TV stations in all) carrying the miniseries said they would not play each episode a second time during the seven-day period, thus lowering the cumulative audience totals. (All of the 24 independents are expected to repeat each episode out of prime time within six days of its first showing.)

One problem, now, is lead time. There is concern among a number of major studio executives and station rep experts about MCA's ability to whip up a quality package when delivery date of the first two hours is early May and it hasn't even been cast yet. But generally, if 70 TV stations in all can break up the logjam of sponsor resistance and allow Mr. Masini to sell the six national minutes in each hour. Stations will be allotted the other three commercial minutes in each hour.

"Roots" attracted more viewers than any other program or event in television history, so Warners is going for broke in its syndication pricing. And because nothing has ever matched the Nielsen track record of "Roots," Warners officials say they fully expect stations to meet their demands. In Washington, for example, the asking price is $35,000 per hour. That's about four times higher than any other movie or 60-minute series ever sold in Washington.

WABC-TV New York is in effect paying almost as much for one hour of "Roots" as WNEW-TV New York recently paid for the average two-hour theatrical movie in the new package of 30 titles from United Artists. That $75,000-per-title figure eclipsed the previous record in New York by close to $20,000 per title.

When MGM Television's How the West Was Won scored smashing ratings earlier this month on the ABC-TV network, MGM rushed it into the NATPE marketplace and began cleaning up—in effect basking in the warm glow of television's new-found love affair with miniseries.

But high ratings are the key. Various station rep executives reported that MCA's Best Sellers package of 30 hours (The Captains and the Kings, Once an Eagle, Seventh Avenue and The Rhineman Exchange) was not doing as well because these had chucked up only 30 shares, not the 60's harvested by Roots or the 50's by How the West Was Won.

The same is true for off-network reruns in pre-sale. Happy Days' last four sales before NATPE, according to sources close to the negotiations between the distributor, Paramount Pictures Television, and the station buyers, were in Boston, where Paramount's initial asking price was $14,000 per half-hour (six runs, September 1977 delivery) and its sale price, after bids, was $15,101 to UHF independent WELV-TV in Cleveland, with an initial price of $10,000, the final bid price was $14,125, to WJW-TV in Philadelphia, three stations bid the initial $16,000 price to $25,529, for the UHF independent WTAF-TV, and in Detroit, where UHF WKB-D-TV made the winning bid of $16,500 on a $12,500 asking price. Paramount deliberately kept Happy Days off the market at NATPE—its head of syndication, Dick Lawrence, opting to continue his slow, methodical, city-by-city strategy.

In line with Happy Days' twilight-zone prices, MCA TV is setting new records for 60-minute series with its pre-sale of the hit ABC series The Bionic Woman. But, again, ratings are the key. A steady but not spectacular Nielsen performer, The Bob Newhart Show had been recently put on the market, is not selling as briskly as Happy Days or The Bionic Woman, according to rep and station sources, and Viacom has been forced to scale down its initial asking price.

The parallel breaks down somewhat in the comparison between off-network reruns and prime-time shows. But one of the access hits at NATPE, 20th Century-Fox Television's That's Hollywood, in a fairly short time on the market, has now racked up sales to 57 stations, including those owned by ABC, according to Bill Clark, Fox's vice president for domestic sales. Stations were waiting in line to buy the series, despite the fact that "these are the biggest prices we've ever charged for an access series," as Mr. Clark put it. Because it's perceived as a real departure from the game-show norm in access, stations in 44 of the top-50 markets have bought it, and Mr. Clark said some of the network-affiliate purchasers told him they'd be running it in prime time, preempting a network half hour. Further irony, in the light of the fast sales, is that the series will probably only be good for a maximum of two years, according to Mr. Clark, because Fox's movie warehouse is not a bottomless well. (One station rep executive made the analogy to MGM's compilation films, "That's Entertainment," a box-office smash, and "That's Entertainment, Part II," a box-office dud.)

An informal canvass of rep and station executives put Metromedia Producers Corp.'s Truth or Consequences in the category of the sleeper access hit of this year's NATPE. Truth or Consequences is a more expensive, recycled version of the syndicated strip show that ceased production four years ago. The pilot was literally being taped two days before NATPE was to begin, according to Metromedia sources. Despite the rush job, the show has the Ralph Edwards gloss, and its pre-sold title made Metromedia's suite among the busiest at the convention. Several dozen stations signed up in Miami Beach, including the five Metromedia-owned stations, company sources said. Richard Zilcken, the programming vice president for the Metromedia stations, said Truth or Consequences could replace Viacom's The $128,000 Question on its station's schedules. Industry sources said Viacom is disappointed in the ratings of The $128,000 Question and it will probably not go into production for a second year.

Both the ABC-owned and NBC-owned stations went to NATPE with their access schedules locked in (Broadcasting, Feb. 14). The CBS-owned stations filled their final slot with an elaborate stunt-type game show called All-Star Almost Anything Goes (which will be produced by Bob Banner). CBS bought it for WCBS-TV New York, KNTV-TV Los Angeles and KMOV-TV St. Louis. Sources at Viacom, which is distributing the series, said its salesmen will be pounding their beats over the next few months trying to get respectable sales for a September 1977 target date, despite the late start.

As predicted, two new game shows, Viacom's Family Feud and Len Firestone's Tattletales, because they came to NATPE with owned-station deals (the former to NBC, the latter to CBS), did the expected solid business, according to rep sources, with Family Feud getting the edge due to a three-day head start over Tattletales and to Viacom's larger sales organization.

MCA's new talk-variety strip, The American Flyer, split the rep firms almost down the middle. Both John Serrao, the director of operations and programming for Peter Television and his counterpart at
NBC's Saturday Night has carved out a franchise.

ITC Entertainment's Catastrophe, Young Street Productions' Front Page Penney and Sandy Frank's Robin Hood are all struggling to line up enough stations to get off the ground after being passed over by one of the network-owned groups, according to various sources. Both shows have national advertisers in the wings, according to their syndicators, so it could end up in barter.

NBC nets expertise of Henry Kissinger

Former secretary of state, in five-year deal, will do annual documentary, give occasional interviews, grant rights to book

NBC has signed former Secretary of State Henry Kissinger to a long-term contract to serve as special consultant on world affairs, to appear in one major news documentary a year, make interview appearances on other NBC News broadcasts and give NBC exclusive rights to develop special programs based on his forthcoming memoirs, NBC President Herbert S. Schlosser announced last week.

Both NBC and Kissinger representatives refused to disclose financial arrangements, but other sources estimated the former

Jimmy Garbo. A group of seven White House reporters met with President Carter last week to air some of the complaints they had been directing at director of news service Jody Powell.

The press corps members are unhappy about such things as the President and Mrs. Carter slipping off to the opera at the Kennedy Center without notifying the press and his giving what amounted to a press conference as he walked through Plains after the press had been notified—on his authority—that the President would produce no news that day. But the 40-minute meeting did not seem to provide the newsmen with assurances the President would not continue to be unpredictable in his movements. "I am not going to relinquish my right to go to the zoo with my daughter, the opera with my wife or pick up arrowheads on my farm without prior notice to the press," President Carter said. He also said it is difficult to hunt quail on his farm outside of Plains with reporters and photographers scurrying about taking pictures. And he wants to hunt quail, he said. The closest to an answer that the President was sensitive to their concern that the reporters received was in the statement that it would be rare for the White House not to arrange for a small "pool" of reporters to accompany the President and provide coverage of his informal activities.

The President also put the American public and the rest of the world on notice that his remarks—even those that appear to be casual—are to be taken seriously. "What might appear to be an off-hand statement, because of my demeanor ... is really a carefully considered statement." As an illustration, he cited his remarks at his televised news conference two weeks ago regarding measures the U.S. might propose in disarmament talks with the Soviet Union. The President said he had consulted with Soviet Ambassador Anatoly F. Dobrynin, the Joint Chiefs of Staff and Secretary of State Cyrus R. Vance on those matters in advance of the news conference.

President Carter, who has made much of intention to conduct an open administration, also indicated he was pulling back from one of his proposals for conducting such an administration—to open cabinet meetings to press coverage. He said he was reconsidering in light of the almost unanimous opposition of the cabinet members, "Frankly," he said, "some cabinet members are afraid of looking silly and having their ideas shot down" in the open.

The reporters who participated in the unusual meeting were Larry O'Rourke, of the Philadelphia Bulletin, president of the White House Correspondents Association who briefed other reporters on the discussion; Paul Healy, the New York Daily News; Sam Donaldson, ABC; Clifford Evans, RKO General Broadcasting; John Mashek, U.S. News and World Report, Frank Cormier, Associated Press; and Wesley G. Pippert, UPI. Mr. Donaldson was chosen to represent network television on a flip of the coin between ABC and NBC. CBS chose not to participate in the selection process, because CBS Washington Bureau Chief Sandy Socolow said, it wasn't up to CBS to advise the President on how to act with the media.
secretary would receive about $2-$2.5 million.

NBC sources said the contract covers a five-year period, starting in July.

Mr. Kissinger was the second major Ford administration official signed by NBC. A few weeks ago it signed former President Ford himself to a long-term contract to appear in a number of TV programs including a major special tentatively scheduled for 1978 (BROADCASTING, Feb. 7).

Marvin Josephson, president of International Creative Management, Mr. Kissinger's representative, said ABC, CBS and NBC had all been interested "in varying degrees" in acquiring the former official's services, but that the question of payment was not discussed until Mr. Kissinger had decided he preferred the format and flexibility proposed by NBC over those suggested by the others.

Thus money was discussed only with NBC, he said, but he refused to disclose terms even to the extent of saying whether the payment would be more or less than the unofficially estimated $2 million to be paid by Little, Brown & Co. for the book rights to the memoirs, or more or less than the $5 million to be paid by ABC to Barbara Walters over a five-year span.

Mr. Schlosser said the former secretary would play "a principal on-air role" in the yearly documentary and that he also would work with NBC News in planning these programs. Other sources doubted the first could be scheduled before the end of 1977. Interview appearances will be made "from time to time" when Mr. Kissinger has "something special he wants to say" and are more likely to be scheduled in NBC Nightly News and other news broadcasts than in Meet the Press, according to Mr. Josephson.

The programs to based on Mr. Kissinger's memoirs will appear after publication of the book, which is not expected before 1979. Mr. Josephson said it was contemplated that there might be three one-hour series of this sort, but that these estimates were only approximations and may be changed when the book is written and published.

Mr. Schlosser said NBC put "special value" on Mr. Kissinger's services to NBC News as a special consultant. Just how extensive these services might be was not specified, but Mr. Josephson said they would include Mr. Kissinger's briefing NBC newsmen—and being briefed by them on new developments—and offering counsel on major world events and trends.

"NBC is fortunate," Mr. Schlosser said, "that this remarkable man has agreed to participate in NBC's effort to extend its coverage and analysis of foreign affairs... . His first-hand knowledge of the changing and complex currents and the leading personalities in international affairs, together with his ability to identify and articulate the interrelated issues of foreign policy, will make him invaluable in broadening and enlightening public understanding of this important field which so deeply involves American interests and values."

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**CONCERT PROMOTER ALLEGES PAYOLA AS FCC OPENS ITS INVESTIGATION**

**WOL, Washington DJ said to have received payments for playing records by and talking up appearance of rhythm-and-blues group**

A Washington concert promoter testifying at an FCC investigative hearing on "payola" and "plugola" last week said that he paid a disk jockey with WOL(AM) Washington $14,000 for playing records and promoting a 1975 concert there.

William Washington, president of Dimensions Unlimited Inc., said that he and his partner, Jack Boyle, paid WOL DJ Melvor Ruffalo $14,000 in "bribe money" for what Mr. Washington described as "$840 worth of promotion, two sell-out concerts and lots of airplay."

Mr. Washington said that he paid Mr. Edwards the money for on-air promotion of an April 1975 appearance at Washington's suburban Capital Center by the rhythm-and-blues group, Earth, Wind & Fire. At the time, Mr. Edwards headed a concert promotion firm, DJ Productions, formed by WOL air personalities.

"By paying them this $14,000," Mr. Washington said, "we were assured that their [Earth, Wind & Fire's] records would be played a lot—a hell of a lot."

Mr. Washington testified at the first day's session of the FCC's new "payola/plugola" hearings in Washington. Citing what their attorney, Jason Shrinsky, called "severe social and economic pressures" being brought to bear on them, Messrs. Washington and Boyle made a last-minute petition that their testimony be delivered behind closed doors. Administrative Law Judge Joseph Stirmer denied the request, however, and ordered the two men to testify in public. Keith Fagan, FCC counsel, and Sonderling Broadcasting Co., WOL licensee, opposed the petition.

Mr. Washington took the stand and handed over to the FCC a briefcase full of subpoenaed documents outlining what Mr. Washington said were virtually all of his contacts with Mr. Edwards over the past three years. In addition to contracts, agreements, telephone logs and the like dealing specifically with Mr. Edwards, Mr. Washington produced his records involving Mel Edwards Inc., WOL Soul Brothers, DJ Productions and Nouveau Riche Inc., all of which he said were linked to Mr. Edwards. Mr. Washington was also ordered to produce similar documents concerning his dealings with Earth, Wind & Fire, Sly and the Family Stone, Rufus, Aretha Franklin, the Isley Brothers, and WOL General Manager James Kelsey and Program Director Cortez Thompson.

After over two hours of questioning by Mr. Fagan, during which he outlined the duties of a concert promoter, Mr. Washington began describing his dealings with Mr. Edwards. Mr. Washington said that he and Mr. Boyle, who is president of Cellar Door Productions, another Washington concert promoter, jointly put on an Earth, Wind & Fire concert in Washington in June 1974. At the time they were making the arrangements for the concert, Mr. Washington said, he received notice from EWF's management firm, Cavallo & Ruffalo, Los Angeles, that it would be keeping some trouble out of some DJs' hands.

Cavallo & Ruffalo was "concerned about records being played in the market—especially at WOL," he said.

After an exchange of letters with Egmont Sonderling, WOL's owner, Mr. Washington said he met with Mr. Kelsey and the WOL DJ's, and after the meeting he began monitoring the station. From April to June 1974, Mr. Washington said he "can't find anything unusually wrong" with the way the station presented records.

From June 1974 (after the EWF concert) through "most of 1976," however, Mr. Washington said that he got the impression that a group promoted by DJ Productions got a "more than normal" amount of airplay on WOL, and that the DJ's then plugged their own concert.

The $14,000 payment to Mr. Edwards and DJ Productions involved another appearance by EWF in April 1975. According to Mr. Washington, DJP had obtained first refusal rights to the group in the Washington area, but that in February 1975 he made a firm commitment with EWF's management firm for the April booking.

Shortly thereafter, Mr. Washington said, he received a call from Cavallo & Ruffalo (he said he could not recall who in the firm spoke with him) during which he was told that the WOL DJ's would have to be "taken care of" by that, he said he "understood that the DJ's would have to be paid in order to keep them from stopping the playing of EWF records on the station."

"We had to create some kind of situation that would keep them happy," Mr. Washington said.

An agreement signed by Messrs. Washington, Boyle and Edwards guaranteed DJP a maximum of $14,000 if the concert grossed over $266,000. DJP's responsibilities under that agreement were to "emcee the EWF concerts and... produce any and all commercials for the concert... ." Mr. Edwards then attached to the agreement a release, signed only by himself, saying, "DJP agrees that performances at the concerts... by EWF will totally and completely fulfill any prior contractual obligation which EWF has to DJP... ." There is no mention of any other compensation for the rights to the band.

The $14,000 was paid to Mr. Edwards Mr. Washington said, by Mr. Boyle and himself by check the night of the concert. Mr. Washington said Mr. Edwards then endorsed the check, handed it back to them, and they gave him the money in cash. Mr. Washington said Mr. Edwards
"even asked for more money, not for all the disk jockeys, but for himself."

Mr. Washington testified for two full days. During his time on the stand, he recounted four other incidents of dealing with Mr. Edwards and DJP: a June 1975 Al Green concert; a July 1975 Isley Brothers date; Aretha Franklin in November 1975, and a December 1975 Rufus concert. None of these concerts involved payment greater than $1,400 to Mr. Edwards, and he was paid nothing for either the Rufus or the Al Green engagements, Mr. Washington said.

Mr. Fagan was especially interested in the Al Green appearance, however, and Mr. Washington told of a meeting between Mr. Green and the WOL DJ's. The concert, Mr. Washington said, was a financial failure, and he owed Mr. Green $35,000 for appearing. Mr. Washington said that the DJ's "got him to take a lot less money."

Because the FCC hearings are investigatory, they are not governed by courtroom procedures. There is no cross-examination of witnesses, and much of the testimony given would be inadmissible in court as hearsay. A. Harry Becker, attorney for Sonderling, has petitioned that his client be accorded "party status" in the proceeding, and that he be allowed to cross-examine witnesses, make objections and present his own witnesses. There is no indication as yet, however, that Judge Stirmen will allow this.

David Meyers, attorney for Mr. Edwards and the other disk jockeys involved (Roger Bethel, whose airname is Raymond St. James; Charles Green, airname Chuck McCool; Marshall Payne, airname Bobby Bennett, and Gregory Hines), flatly denied Mr. Washington's allegations.

Mr. Meyers would not allow his clients to address the allegations raised by Mr. Washington specifically, but Mr. Edwards did call the testimony "a lot of lies." He added, "We will probably look bad until we can give our side."

Mr. Boyle is expected to take the stand tomorrow (Feb. 22) when the hearing resumes. Indications are that he will substantiate Mr. Washington's charges and, quite possibly, offer new ones.

Egmont Sonderling is scheduled to testify after Mr. Boyle. Mr. Sonderling is likely to offer documentary evidence outlining how WOL is operated and how records are selected for airplay. The substance of his argument should be program decisions at the station are made by Mr. Thompson or by Mr. Kelsey, and that the DJ's actually have very little say about what records are played on the air.

The hearing should last through this week, and, if Mr. Fagan continues at the pace he set with Mr. Washington, they will continue into next week. Mr. Fagan has refused to mention any other stations or cities he will be investigating.
ABC standing by Barbara Walters et al.

To stem mounting speculation, Frederick S. Pierce, president of ABC Television, issued a statement Friday asserting that "Barbara Walters, who appears to be the target of much of the recent publicity, will continue on the ABC Evening News with Harry Reasoner." He said ABC would "place greater emphasis on field reporting and the modern techniques available today in order to strive for a contemporary newscast that reflects broadcast journalism at its best."

The statement was Mr. Pierce's first on news since the speculation was added to his responsibilities at the start of this year, but it has been reliably reported that he has conferred individually with both Miss Walters and Mr. Reasoner and with both inside and outside news specialists in a determination to solve any rift that may exist between the co-anchors and get the program moving upward.

There has been speculation that Av Westin, executive producer of ABC Evening News With Harry Reasoner until he resigned in a policy dispute a year ago at the request of ABC News President William Sheehan (Broadcasting, Feb. 2, 1976), might be asked to return to the network.

There has also been recent speculation that Mr. Reasoner might leave the newscast. Last Friday he said there has been so much speculation that he would not comment on any of it. He did say his contract has about three years to run but that he has had an "understanding with my friends at ABC" that "if I gave it a good try for a couple of years" and then decided he wanted out, they would try to accommodate him.

Mr. Pierce also observed that "the success of a network's national news is related in part to the success of the local news adjacencies," and noted that ABC-TV is working with its affiliates on "a mutual long-range news growth objective." This was an allusion to the appointment of Al Itelson to direct a new committee being set up to work with affiliates on improving their local news operations. But "more importantly," he added, ABC will work on improving the Evening News itself.

In Brief

- White House aides were drafting letters to three TV networks late Friday afternoon, urging them to "open up their programs" for deaf viewers. President Carter, touring Department of Interior that morning, was asked what could be done to help deaf viewers; President said he would "direct a letter" to networks before day was over. Rosalynn Carter had asked networks to provide sign-language coverage of inauguration, was turned down. (PBS did use technique for coverage, fact networks cited in turning down her request.) FCC in December adopted rules enabling broadcasters to use part of TV screen for transmitting coded captions that would be visible on decoder-equipped television sets (Broadcasting, Dec. 13, 1976).
- Des Moines (Iowa) Register and Tribune Co. has bought WQAD-TV Moline, Ill. (ch. 8, ABC-TV) for "close to $10 million" from Moline Television Corp. (Francis J. Coyle, Arthur M. Swift, 40 others), subject to FCC approval. Mr. Swift will remain station president; Michael Gartner, executive VP of Register and Tribune, will become chairman.
- CBS Newsmen Walter Cronkite, 60, has signed new contract "until retirement, whenever that may be." Sources put pay between $400,000 and $450,000 annually, with 10 weeks vacation.
- First of what White House's Office of Media Liaison says will be twice-monthly briefings for out-of-town journalists will be held March 4. List of 22 invites is not firm. President is expected to spend 20-30 minutes with group.
- Buffalo (N.Y.) Evening News, part of media package which includes WKBW-FM-TV there, has been sold to Blue Chip trading companies for $33 million. Warren Buffett, principal, is self-described "newspaper buff" owns 10% of nonvoting stock in Washington Post Co. Sale of properties was triggered by inheritance tax liability following 1974 death of Mrs. Kate Robinson Butler "Closed Circuit," Jan. 24. Buyers are in line for broadcasting properties but decision on whether to sell won't be made for two or three weeks, depending on whether paper sale clears up tax problem. Vincent J. Mannone was broken on newspaper sale.
- Rev. Donald Wildmon, Methodist minister in Southaven, Miss. "fed up" with sex and violence on TV—is conducting one-man campaign to get Americans to turn off sets week of Feb. 27-March 5.
- CBS-TV sales department has been restructured under Frank Smith Jr., VP-sales: James H. Rosenfield, VP-sales administration, named VP-national sales manager; Paul Issacson, VP-eastern sales, named VP-sales planning; Sherman Adler, director of national sales, named VP-sales administration; Carl Tillmanns, VP-general sales manager, named VP-West Coast sales (based in Hollywood); William M. Maier, VP-national sales, named VP and assistant to Mr. Smith, and Jerome Dominus, director of daytime sales, named VP-eastern sales. Two executives will take early retirement: Joseph N. Cull, VP-West Coast sales, and Robert C. Mayo, director, news program sales.

- Barry Jagoda, special assistant to President for media and public affairs, and deputy, Richard Neustadt, has invited members of Senate and House communications subcommittees to "purely social" get-together at Mr. Jagoda's Capitol Hill home on Friday (Feb. 25).
- Jeffrey B. Lawenda, general sales manager, WCBS-FM New York, named VP-general manager. CBS Radio Spot Sales, succeeding John Lack, named VP-general manager of WCBS (see page 80).
- Elmo Ellis of WSB-FM Atlanta and Robert White of KHTV Corpus Christi, Tex., received two principal Abe Lincoln awards of Southern Baptist Radio and Television Commission in Dallas last Thursday. Speaker was Mrs. Lyndon B. Johnson, who received distinguished communications medal.
PROFESSIONAL SALESMANSHIP MAKES THE DIFFERENCE

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Buckley Radio Sales, Inc.
Esquire asked some people you know to say "a fond farewell to the finest, funniest show on television."

BARBARA WALTERS
"It's my favorite program—there's nobody like Mary Tyler Moore. She's fresh without being icky-poo. Someday I hope Mary Richards gets my job."

CAROL BURNETT
"If there is an afterlife, I'd like to come back as Mary. I just love her."

HOWARD COSELL
"I think Mary is terrific; she's done a sensational job."

BOB NEWHART
"As a viewer, I would like to thank her for elevating the situation comedy to a level from which it can never retreat."

ROGER STAUBACH
"Her acting is great, and whoever writes the show does a good job. Mary's not too hard to look at either. And my wife knows I think that."

CARL REINER
"It saddens me that I won't be able to see Mary regularly anymore. It was a special show and one that was important in the evolution of television comedy."

SHIRLEY CHISHOLM
"I will miss Mary. One of the delightful aspects of the show is that it featured a single woman making it in a male dominated occupation."

JOHN CHANCELLOR
"If Mary needs a job, send her over to the NBC newsroom."

NORMAN LEAR
"I think she's a sensational lady married to a wonderful guy. I love to watch Mary work and I love to be with her. The only thing I didn't include in my own Playboy interview was my lust for Mary Richards."

ROBERT REDFORD
"Once while renting a house in Malibu, I saw her bundled up, walking alone on the beach. I wanted to introduce myself and walk along with her, but my respect for other people's privacy prevented it. 'The Mary Tyler Moore Show' is the only network show I consistently watch. She seems at once positive, vivacious, vulnerable, attractive, independent, adventurous and feminine. I would still like to walk with her on the beach."
TONY RANDALL
“A wonderful woman. I’d love to get together with Mary for a chat, but she never calls.”

HELEN GURLEY BROWN
“I consider Mary a Cosmo girl, both in the series and in her personal life. On one hand, she’s very feminine and susceptible, but on the other hand she and her husband run a multimillion-dollar empire. She just exemplifies the Cosmo girl in every way.

DICK VAN DYKE
“She’s the best comedienne in the U.S. today. When you wrap all that talent with a charming, friendly, helpful woman, you have a natural treasure.”

ANDY WARHOL
“It’s really one of my favorite TV shows. I’ve been following Mary’s career since The Dick Van Dyke Show.”

JOHN LEONARD
“If every time I think of Vietnam I can manage at the same time to think of Mary Tyler Moore, I can also manage to feel not so bad about being an American. Perhaps perkiness will save the world.”

BETTY FORD
“She’s terrific, talented and a joy to work with.”

ALFRED HITCHCOCK
“‘The Mary Tyler Moore Show’ is one of the oases in what has been called the wasteland of television.”

HUBERT HUMPHREY
“It used to be that Minnesota was known as the land of ten thousand lakes that had the coldest temperatures on the weather map. But all of that changed when Mary Tyler Moore surpassed durum wheat as the state’s heartiest product.”

DICK CAVEY
“I hate to see it go, but for my friends who are involved in it, I can’t wait for the reruns.”

JIM BOUTON
“I tried to get our writers to write Ball Four like M.T.M. There’s a reality in that show that we were never able to capture. And it’s funny. Anyone can get humor from gags, but not everyone can get humor from reality, and that’s what makes a successful show.”

Note: Quotes are reprinted, with permission, from the cover story of Esquire Magazine, February 1977.

Cheer up. Think of these accolades as a loud hurrah for the finest, funniest show in syndication:

“The Mary Tyler Moore Show” from Viacom
Game plans for programing talked in team meetings at Miami Beach

ABC's was a love feast, NBC's was surprisingly calm for a TV network that's in third place in the season-to-dates, and CBS's was grim, as befits a prime-time schedule that has fallen from an unbroken 20-year string of first-place finishes to its current status of distant second to runaway ABC.

That, in a nutshell, summed up what happened when the affiliates of the three networks got together at the National Association of Television Program Executives' meeting in Miami Beach last Monday (Feb. 14) to talk about their strengths and weaknesses. Programers from independent stations also assembled at the same time to question three top agency men about issues related to national spot advertising.

At ABC-TV: more 'Roots'-type programing, including series on Eisenhower; experimentation with hour-long comedy shows

Fred Silverman, the president of ABC Entertainment, used that network's meeting to detail some of his upcoming projects, the most interesting of which, in the light of Roots, could turn out to be a long-form made-for-TV movie about the war years and the presidential years of Dwight Eisenhower. Mr. Silverman revealed that he'd just bought the rights to Past Forgetting: My Love Affair With Dwight D. Eisenhower," by Kay Summersby Morgan, the volume just published by Simon & Schuster. ABC, he said, has also picked up the number-two nonfiction best-seller on the current lists (right behind "Roots"), Gail Sheehy's "Passages," which could be turned into long-form dramatized stories about the crises people go through at various stages of their lives, particularly when they're in their 30's and 40's.

How The West Was Won, which racked up big numbers in its recent telecast as a six-hour miniseries, will also be on ABC's prime-time schedule in some form next fall, he said.

Pilots he talked about included three 60-minute comedy series: Operation Petticoat, a comedy set aboard a U.S. Navy vessel, which will be based on the Cary Grant movie and be produced by Universal; Aaron Spelling's gang comedy, The San Pedro Bums, and a series that will hark back to the Frankie Avalon-Annette Funicello musicals of the early sixties, to be called Malibu Beach. All are unusual in that 60-minute comedies have rarely been tried in the past, and the few that did make the schedules were shot down early by low ratings.

Mr. Silverman also announced another unusual form—a 60-minute weekly prime-time soap opera, beginning in June, called Beggars and Choosers, to be written by Agnes Nixon.

Answering questions posed by affiliates, Mr. Silverman and ABC-TV President James Duffy made the following points:

- The 12 hours of Roots will not run again for at least a year and a half, and possibly longer.
- ABC is disappointed that it lost out to NBC in the bidding for the 1980 summer Olympics in Moscow, but it's breathing a sigh of relief that it's not now faced with the pressures of actually working with the Russians over the next three years.
- The Harry Reasoner-Barbara Walters nightly newscasts are showing some progress in the demographics; sales are going well, Miss Walters's prime-time specials are scoring big ratings and her absence from NBC's Today show has put a dent in its ratings. There are no plans to
NBA REACHES NEW HEIGHTS ON CBS
...RATINGS UP 35% OVER LAST YEAR!
...BEATING COLLEGE BASKETBALL BY 13%!

"...Beating college basketball..." Sundays, January 2-30, 1977. Subject to qualifications available upon request.
EVERYBODY IS A WINNER

When MGM held its first annual Roaring Lion Sweepstakes at NATPE, everyone was a winner. Some of your fellow program directors won prizes and others took home some great MGM properties. At MGM, we want everyone to be a winner.

Ed Aiken, KPFO-TV; E. Leroy Ollinger, KWGN-TV; Mike Klevman, WSB-TV; Philip Slavick, WHC-TV; Bill Spiegel, WLWT; Harry Barfield, WLEX-TV; Charles Bradley, WPVI; Harvey Seslowsky, Film Service Corp.; Linda Desmarais, WMLA-TV; Joseph Buerry, WEVU-TV; Steve Fisher, WJRT-TV; Erwin Parthe, WNEM-TV; Don Rinker, WRTV-TV; John L. Robinson, WTEV; Charles Horich, WAMR-TV; John Felton, WPBT-TV; Bill Baker, WCEV-TV; Phil Boyer, ABC owned stations; Don Tillman, WTTV; Robert McCourt, WSOC-TV; John Harkrader, WDBJ-TV; Lon Lee, WJXT; Arnold Brustin, KNXT-TV; Dick Theriot, Film Service; John Hutchinson, WNET-TV; Richard Ballinger, WNEW-TV; William J. Helms, WCIA-TV; Doug Dupperrault, WFLA-TV; Wayne Barrington, KMTV; Cal Bollwinkle, KXTV; J. E. Callaghan, WSOC-TV; Elmer Jaspan, WDRB-TV; Bob Gould, KXAS-TV; Robert C. Vinson, AFRTS; Dave Miller, WCMH-TV; Jim Duncan, WTVD; Chuck Larsen, WKYC-TV; J. W. Birdwell, KTLA; G. McElrhone, WBAY-TV; Harry McClintock, WTVL-TV; Ted Baze, WPHL-TV; Gary Robinson, WGHP-TV; Don Dillion, WANE-TV; Karl Richards, WCOV-TV; John A. Haldin, WBNS-TV; Larry Cazavan, WISH-TV; John A. Comas, WXII-TV; Dick Dreyfuss, WPGH-TV; Paul D. Coss, KABC-TV; Jerry Carr, WCKR-TV; Elizabeth H. Hayter, WCAU-TV; Ray Dantzler, WTVD; John Duvall, WLEX-TV; Quinten Renner, WBEN-TV; John Edgerton, WBT; Frank Jank, KVOS-TV; James D. Johnson, NTV Network; Jack Jacobson, WGN Continental; Edward Koplar, KPLR-TV; Lance Russell, WHBQ-TV; Jack G. Shafer, McGraw Hill Broadcasting; Tom Kenney, KHOI-TV; Don West, CBET-TV; Jeanne Findlater, WXYZ-TV; Lou Farraye, Gilman Group; Terry Walden, WSTV-TV; Jim Ferguson, WAGA-TV; A. George Koplow, WHBF-TV; Keith Gunther, KSD-TV; John Dorkin, WLKY-TV; Herb Gold, WJJS-TV; Harry Wiest, WROC-TV; Bob Sutton, WWJ-TV; Tak Kako, WABC-TV; Paul E. Walton, WNDU-TV; Mack Humpidge, WSAV-TV; Jerry L. Williams, WCTV; Dave Handy, WSPA-TV; Neil Kuvin, WXIA-TV; George C. Leh, WEYI-TV; June Kodatt, WTVD; Roger Ottenbach, WEEC-TV; Dale Wright, WMAR-TV; Tim Noonan, KWWL-TV; Bud Turner, WDAF-TV; Mel House, KBNA-TV; Gordon West, WCAU-TV; Jim Hall, WCOV-TV; Ken Staaf, WCEEE-TV; John Proffitt, KCMO-TV; Irwin Starr, WLMAL-TV; Ron St. Charles, WUAB; Derk Zimmerman, KBHK; Joe Perkins, WTAR-TV; Bill Lacey, WCBS-TV; Harry Francis, Meredith, Clem Candelaria, KTFT-TV; Thomas Todd, WFBC-TV; Rick Ray, WRAL-TV; Lee Eden, Corinthian Broadcasting; Jim Anians, KPLR-TV; John McGhie, KOIN-TV; Amy McCombs, WFSB-TV; Robert Huber, WJW-TV; Clifford Pine, WFTV-TV; Terry Sams, WJBF-TV; Kenneth Kagen, HR-TV; Judy Larson, WCTI-TV; Buddy Ragan, WNGE-TV; Raymond Barp, KIVI-TV; Ben Hevel, WCPO-TV; Jane Boyd, WKBS-TV; Jack Rye, KTSI-TV; Nick Freeman, KIRO-TV; Tom Freeley, KCPO; Jack Carroll, KMOL-TV; Paul Brown, KATC-TV; Paul Oughton, WITN-TV; John Renshaw, KSLA-TV; Gus Bailey, WCSC-TV; Lemuel Schofield, WRCB-TV; John Williams, WPSD-TV; John Frankenfield, WBAL-TV; By Williams, WII-TV; Hewitt Griffin, WLBT-TV; Richard Sweeney, WHAS-TV; John Irvin, KOTV-TV; Jules Moreland, KFMB-TV; Van Cantfort, WSB-TV.
WITH MGM TELEVISION

MEDICAL CENTER. The blockbuster "emetic series now available for syndication. 14 year, 14 million women viewers made Medical Center number one in its time slot. And it could win big for you, too.

PLEASE DON'T EAT THE DAISIES. Please don't miss this one. 58 delightful half-hours based on Jean Kerr's best-selling book. Two parents and four precocious, mischievous children who will capture and win female and family audiences.

THE RISE AND FALL OF THE THIRD REICH. This is it. The three-part program that's been scoring high ratings across the country. An eye-opening investigation into Hitler's origins, rise to power and downfall. He may have lost—but you'll win big with this one.

DAKTARI. 89 episodes about a veterinarian and his family who live in the jungles of Africa. A charming series that continues to draw family audiences back with this winner from MGM-TV.

THE COURTSHIP OF EDDIE'S FATHER. An irresistibly charming child and a handsome young bachelor with phenomenal appeal to the feminine sex. Women 18-49 love The Courtship of Eddie's Father—and so will you. 73 half-hours in color that build and keep an audience as it goes along. A winner all the way.

CONQUEST. Exciting, Fascinating, Terrifying. Yet all true. Six one-hour specials about man, his history and the world around him. Powerful programming that'll conquer the competition.

THEN CAME BRONSON. Michael Parks stars in this lyrical series...26 one-hour episodes about one man's search for the meaning of life. Your audiences will find a meaningful relationship with Bronson—an exciting answer to your search for winning ratings.
transfer either Miss Walters or Mr. Reasoner to Washington, they said.

- Al Ittleson will be the vice president of ABC's news advisory service, which will be available to all the network's affiliates for consultation on how to beef up the ratings of local newscasts through advice on everything from better graphics to more strategic advertising and promotional campaigns.

- Two programing moves were made public: ABC will soon add a half-hour to its daytime schedule, with the move of Happy Days to 11 a.m. NYT (a time period formerly programmed by the local stations). Family Feud up to 11:30 a.m., and the adding of a new program, to be announced, at noon; and the repeating of Rich Man, Poor Man: Book I, the 12-hour movie that started ABC on its drive to first place a year ago January, over six consecutive nights this summer.

Is there a 'Jimmy and Amy' show in NBC-TV's future? For sure there are more comedy, fewer cops

Irwin Segelstein, the executive vice president for programs of NBC-TV, let it drop during that network's affiliates' meeting that NBC has approached President Carter to participate with his daughter Amy in a Saturday-morning interview program (with the interviewers possibly being children). Although Mr. Carter hasn't said yes to the proposal, he hasn't said no, either, Mr. Segelstein said.

After the meeting, Mr. Segelstein said, "This is the only direct feedback I get from the station guys, and I came away feeling very good. The affiliates were obviously pleased by our getting the Moscow Olympics." He added that NBC's drop into third place in the season-to-dates earlier this month was never even referred to by the affiliates.

Mr. Segelstein and Robert Howard, the president of NBC, made the following points:

- With 150 hours of Moscow Olympics telecasts, NBC will end up making money despite a total outlay that's expected to go beyond $100 million. NBC will not be forced to make any pro-Soviet documentaries as part of the deal with Russia for the Olympics rights.

- If the Writers Guild goes on strike next month, the networks' schedules would be thrown into chaos. But talks are moving in the "right direction," and if the disputes are settled without a strike, NBC will announce its 1977-78 prime-time schedule between April 15 and May 1.

- NBC is floating about 50 pilots as candidates for next fall's schedule, and cop shows are getting short shrift. But NBC doesn't rule out one or two cop shows making it onto the schedule, particularly if in the realistic mode of a Police Story.

- The affiliates will soon be sent a 25-minute program that vigorously defends NBC against charges that it runs too many violent shows. The program will be available for screening by local civic groups as at least a partial answer to the heavy volume of attacks on television.

- In answer to affiliate complaints about network encroachment into station time when its Weekend news-magazine show begins a weekly run next January (Sunday, 6-7 p.m.), Mr. Howard asked them to give it a chance because that's the time period 60 Minutes made famous before CBS moved it into prime time. But when an affiliated station executive asked for a show of hands from the stations that planned to clear Weekend, fewer than half responded.

- Both Sanford and Son (without Redd Foxx, who has signed a contract with ABC) and Chico and the Man (without Freddie Prinze, who committed suicide last month) will probably return to NBC's schedule next fall, with new supporting players for Sanford's Demond Wilson and Chico's Jack Albertson.

- Relating to general programing trends at NBC, comedian Chevy Chase is working on a variety special, comedian Richard Pryor has been signed to do a variety hour as a pilot for a possible series, producer George Schlatter is moving ahead on a batch of Laugh-Ins with a whole new cast, and a new form of development is taking shape whereby NBC will do three or four episodes of a series that looks promising (instead of just a one-shot pilot) to iron out the kinks and then air the episodes then going to a full season of production if the ratings are good.

At CBS-TV: With nothing left to lose, a large amount of flexibility allows innovation

A beleaguered Bob Wussler faced CBS-TV affiliates for a session devoid of the usual good news, bad news remarks. There seemed only one kind. He could not even remind his colleagues that "we're still the number-one network all day long," but did not dwell on that point. "I recognize we've got a problem in prime time. Ask the toughest questions you can," he said.

(There was one moment of relief in the otherwise gloomy session. Ed Pfeiffer, of WPRI-TV Providence, R.I., suggested and won a "great big round of applause" so that the NBC and ABC affiliates meeting in adjacent rooms "would wonder what we're up to." His colleagues complied with vigor in the meeting's only moment of enthusiasm.)

Why had CBS scheduled Helter Shelter,
It takes guts to run your video through an Ikegami broadcast monitor.

With twice as many image-making dots on its tube, an Ikegami color-tv monitor can show up in unnervingly high resolution a dozen or more things that could go wrong in your picture. Not just purple cows, but the smallest anomaly in linearity, the slightest picture distortion, the most marginal overload.

This one is our Model TM14-2RH. A comb filter helps maintain resolution to more than 600 lines. It gives you a choice of over- or under-scanned picture display.

Damage to its picture tube is prevented by power-protective circuits. Up front are all adjustments for its 14-inch CRT and inside are modular PC boards for simple servicing and maintenance. A keyed back-porch clamp system keeps the black level constant for maximum picture stability.

There are both pre-set and adjustable controls. Video response is from +1 to -2 dB from 60 Hz to 8 MHz.

It has extremely rigid, sturdy construction and is available in a free-standing cabinet or for standard 19-inch rack mounting. Its built-in degaussing circuit and magnetic shield to fend off external magnetic effects make it possible to move the Ikegami monitor without affecting its picture.

Also available from Ikegami are our Series Eight monitors for broadcast studios. There are four models, 25, 20, 16, and 14 inches. All use integrated circuits for high stability, long service life, and very modest appetite for power. Their picture tubes have black matrices for maximum contrast and best color fidelity. A keyed back-porch clamping circuit keeps pictures stable with proper black level. Video response is +1 to -2 dB from 60 Hz to 5 MHz.

You can get an optional remote control for brightness, contrast, and chrome.

We really shouldn't have to give you all the specs. The name Ikegami alone is enough to tell you how good they are. But if you do insist on more, ask Ikegami. Ikegami, the leading manufacturer of ENG cameras, manufacturer of the best in studio cameras, and now the best in monitors, too.

Ikegami Electronics (USA), Inc., 29-19 39th Ave., Long Island City, N.Y. 11101. (212) 932-2577
Roller Ball and A Man Called Horse three weeks in a row? Because “we’re a new team” still getting its act together and “under pressure from all of you to do as well as we can in sweep periods.” Mr. Wussler said the network had considered but decided not to schedule three or four other shows of similarly violent nature.

“Do as the anything affiliates can to help?” Yes, Mr. Wussler said: Do a better job of prime-time clearances. “We can’t make it with 80%, 85% or 87% clearances,” he said.

Did David Knievel foreshadow things to come? No, he said, admitting embarrassment over the daredevil’s two-hour special that did good ratings but didn’t move commen- tion. “We needed product,” Mr. Wussler said, saying it had been “a quick decision last November.” CBS has turned down an option on a second Knievel special, and Mr. Wussler said that “ABC and NBC are fighting over it.”

What does the new season look like? CBS will have 50-55 projects from which to make its schedule choices this spring, with a summer and early fall development program lined up just behind those (to rescue any that fail). Mr. Wussler said he was high on Busting Loose, which he called a youth-oriented comedy better than Law and Order or Happy Days, and Andros Targets, which he said received poor critical review but was considered solid by both the network and affiliates (“It’s better than some of the things we had to go to schedule with.”). He also spoke highly of Nashville 99, described as “a nonviolent cops-and-robbers show with a country-and-western sound,” and of a “Dick and Jane” series featuring “a young Mary Tyler Moore.”

The schedule, he said, needs “as much of an overhaul as we can possibly give it. You’ll see a different look come this fall.”

How about Code R? CBS is living out a 13-week commitment, he said, noting that “it’s no worse than Spencer’s Pilots.”

Would the network stick with Who’s Who? “We have great faith in it.” Mr. Wussler said, although it was getting only 20 or 21 shares.

Would there be more award shows? Yes. Stressing the importance of specials, Mr. Wussler said CBS had existed for years on the strength of its weekly series, whereas the network of the future would have only 10 to 12 hours of weekly series interspersed with specials, movies, miniseries and four-, six- or eight-hour “short bursts.” Among those on the drawing boards: a Howard Hughes project, a John Dean book and a Hitler book.

Did CBS still get first crack at the best product? No. Was there a timetable for a return to leadership? Mr. Wussler said he hoped to challenge in 1978. “It’s not going to be easy to beat what ABC has accomplished in the last few years,” he said.

If there was a silver lining, it seemed to be in terms of flexibility. Considering that the present prime-time schedule was in such disarray, “CBS has never been in a better position to be innovative and daring,” Mr. Wussler said.

Independents hear defense of barter, doubts on fourth network

At the meeting of independent TV stations, Leavitt Pope, the president of WPIX (NY), stood up in the audience and asked the three panelists—Robert Buchanan, senior vice president in charge of media for J. Walter Thompson; Michael Moore, senior vice president and director of media management for Benton & Bredel; and Howar Leavitt Pope, senior vice president and director of broadcasting for Ogilvy & Mather—to commit then and there to buying some 30-second spots (at $40,000 each) for their clients in Operation Prime Time, the six-hour made-for-TV movie version of Taylor Caldwell’s novel, “Testimony of Two Men.” All three declined, although two days later General Foods agreed to buy six minutes (for $480,000) in the project.

In the general question period, all three defended the sharp increase in agency-bartered shows as a way to make sure that “program content is ideally suited to specific advertisers,” according to Michael Moore. These advertisers, he added, are in many cases taking national-advertising dollars (instead of the spot dollars on which independent stations are so dependent) and “generating efficiency buys greater than” typical network efficiencies.

But he pointed out later that some advertisers would prefer a locked-in-place fourth network for the launching of major national campaigns rather than a barter series, each episode of which is bicycled around the country, to be played at the station’s convenience.

But Jack Jacobson, the programing vice president for WGN-TV Chicago, who moderated the give-and-take, echoed a number of large-market independents when he said that his station tends to steer clear of barter shows because the deals usually come with 26- or 52-week guarantees—the station has to keep playing it week after week even if it’s falling apart in the ratings. “With shows the station buys from syndicators, on the other hand,” he said, “if they’re not working we can put them on the shelf and replace them with shows that might do better. We have that option, even if we end up eating a few episodes.”

All three panelists agreed that national advertisers would have a problem with a proposed fourth network of independent stations that would reach only 50% or so of the country. Mr. Buchanan, for example, said that automotives would be ruled out as advertisers because their dealers blanket the country. And Mr. Moore said that although a prime-time buy on one of the three networks (which may guarantee a 98%-99% clearance) “overweighs smaller markets,” that overweight doesn’t go beyond 25% or 30%, so a national advertiser would still be looking for a clearance base at least in the low 70’s.

1910 M Street South. The FCC did not move en banc to Miami Beach last week, but more than a quorum was there. In addition to Chairman Richard Wiley, who delivered the Monday luncheon address (page 41), Commissioners Abbott Washburn, Joseph Fogarty, James Quello and Margita White made the scene, all chiming in with brief remarks following Mr. Wiley’s address. Mrs. White: “There’s a danger in suggesting we should start from scratch” in rewriting the Communications Act, including a danger to the First Amendment freedoms about which broadcasters are most concerned. She voiced a question of whether the government should be as deeply involved in programming as it is with the FCC’s prime-time access rule: “I hope the commission could again look at this issue,” she said.

Mr. Fogarty: “Dick Wiley studied at the feet of a master, Dean Burch [his predecessor as FCC chairman]” and ended up being “the most effective administrator in FCC history.” Mr. Washburn: Referring to the action of stations in 10 states in suspending normal broadcasting operations to furnish over-the-air classrooms during the winter’s emergencies (Broadcasting, Feb. 14), he awarded the “Unofficial Great Winter of ’77 Award” to wns-TV Columbus, Ohio, and w2vz-Tv Zanesville, Ohio. “We [on the FCC] lift our hats” to all stations that so acted, he said. Mr. Quello: As a former program director [WJRE (Detroit)], he expressed delight in seeing the growth in numbers and influence of NATPE.

Person of the year is man of the hour. Fred Silverman, the president of ABC Entertainment, received the Person of the Year award at the National Association of Television Program Executives meeting in Miami Beach last Tuesday (Feb. 15). Mr. Silverman’s speech focused on Roots, from the standpoint that “on every level—local, syndicated, station-group, advertiser-created, network—we have advanced so far, so fast, that Roots was simply the next logical step in the progression.”
Grandstand. It's a lot more than "who beat who."

In a little more than a year since it began, Grandstand has evolved into a first rate journal of sports. Its investigative reporting has gone beyond the locker rooms—and into the sports establishment's board rooms. Its commentaries about various issues have roused government and community officials to action. And its features and personality interviews are at once entertaining and intelligent—often making news in their own right.

Grandstand's people are reporters first, concerned above all with providing their viewers with information and insight. The straight, intelligent talk of host Lee Leonard and Bryant Gumbel, Larry Merchant, Barbara Hunter, Tim Ryan and Fran Tarkenton has—in the words of Gary Deeb of the Chicago Tribune—"set NBC's 'Grandstand' miles ahead of any other sports program on the air."

You can watch Grandstand every weekend and whenever NBC Sports is covering a big sports event. It's on just before and after Grandstand. For sports fans who are tired of playing around.

NBC Sports
The Network of the Moscow Summer Olympics.
Syndicators air their views at NATPE panel

Some will edit programs when they end network run; new programming ideas and the future of the market are expressed.

The wills and won'ts of laundering created the nearest thing to controversy at NATPE's double-session on "The World of Syndication," the grace note on which last week's 14th annual conference ended. The won'ts were represented by Robin French of T.A.T. (Norman Lear et al.), the wills by Bill Andrews of Viacom.

"We will not remove any episode from a network series when it goes into syndication," declared Mr. French. "We will edit only for the extra commercials. Our shows are not immoral... they present provocative but real subjects... they do not advocate lying, cheating or criminal behavior... it is not our job to exercise censorship." Mr. French said that writers of series that are \"laundered\" could well sue for loss of residuals or for damage to their reputations.

Mr. Andrews said that Viacom, too, was "not a censor," but that the company had no compulsion about making programs acceptable for audiences down the line. "We are the first word," he said, "but certainly not the last. That's the station's responsibility." Speaking of Viacom's experience with \The Rookies\ and \Hawaii Five-O\, Mr. Andrews said that a few episodes that played on the networks will disappear altogether. "They're too hot to handle," he said. \The Rookies\ will be syndicated in both hour and half-hour versions, Viacom having determined some of the shows could be cut almost in half without suffering artistically.

Less controversial points of view were presented by Frank Tuoti of \wPIX\ New York; Kenneth Cox, the former FCC commissioner now with Haley, Bader and Potts; Wynn Nathan, Time-Life Television; Elizabeth Bain, who has her own program consulting firm; Henry Siegel, Lexington Broadcast Service; Woody Fraser, ABC-TV's \Good Morning, America\, and Lou Friedland of MCA TV.

Mr. Cox appeared in support of the Sandy Frank petition to the FCC for a rulemaking to prevent "multiple exposure"—that is, the stripping of one series in two or more of the prime-time access periods each week. There are only six PTAR hours on a station each week, he noted, emphasizing that it was imperative for syndicators "to get a foothold in the key markets" if they are to realize PTAR's goal of program diversity. Over one-third of the half-hours available in access are going to multiple-exposed properties, he said.

Mr. Cox was generous in his praise for the FCC's initiative in creating the prime-time access rule, but warned that it was up to broadcasters to insure that it is retained. "If you care, it will be," he said. "If not, it may be abandoned, and you will be left with ever more expensive off-network returns."

Mr. Nathan, whose company represents BBC products in the United States, was bullish about the prospects of foreign products here—although not of dubbed programs. That seems to be a one-way street; U.S. programs can play dubbed in Japan, but not vice versa. Mr. Nathan noted that 12% of British prime time is devoted to American product. He gave the British credit for creating the novel form long in advance of U.S. television, and appeared confident that creativity levels abroad will remain equal to the task of dispelling "sameness" here.

Miss Bain said that movie packages will become more important even as they become more rare, due to the increasing ins and outs of network scheduling. She called \Roots\ the "ultimate extension of the local station movie week," at least in terms of scheduling concept. This season "may have found the first layer of the true television art form," she said. When you scratch its surface, she added, "its structure may be that of the motion picture."

Mr. Siegel, speaking of barter (or advertiser-supported) programing, remarked that almost all quality programming was so subsidized during the so-called Golden Age of television. Advertisers today, he said, are disturbed by the "network stranglehold" on their investments, and thus have demanded alternative program fare.

Speaking of the talk show, Mr. Fraser called it the "cheapest form of entertainment," and thus assured of a future. By his count, there are now 498 local talk shows of at least an hour in length. Those, plus the network and syndicated versions, have created "our biggest problem: glut." Some 50 guests are demanded each day, he said, adding that he might go out and write a book. The next talk show development: specialization, with marketplace versions running from 90 seconds to 90 minutes. Talk show subjects have changed, too. Show business personalities used to be the rule, he said, but political figures have

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**Show business.** "The World of Syndication" was examined by two back-to-back panels on the closing morning of the NATPE conference. First up (I to r, top picture): Robin French of T.A.T. Communications, Frank Tuoti of \wPIX\ New York; Phil Boyer, NATPE president who opened that morning's session (which was moderated by \wCKTV\ Miami's Allen Sternberg), Bill Andrews of Viacom Enterprises and Ken Cox of the Haley, Bader and Potts law firm. The second panel (I to r, bottom picture): Wynn Nathan of Time-Life Television, program consultant Elizabeth Bain, Henry Siegel of Lexington Broadcast Services, Woody Fraser of ABC-TV's \Good Morning, America\, Lou Friedland of MCA TV and moderator Harry Francis of Meredith Broadcasting.
18-49 WOMEN
55% avg. increase over year-ago program in 29 markets.

18-49 WOMEN
Number One in time period in 31 markets.

18-49 WOMEN
53% avg. increase over lead-in program in 53 markets.

Viacom's
"The $25,000 Pyramid" is built on a firm foundation.

Source: NSI, Nov. 1976 & 1975. Audience estimates are subject to qualifications available on request.
taken over now. Next in line: just plain folks.

MCA TV's Mr. Friedland, whose Operation Prime Time is the latest experiment in program-sales forms, began his remarks by quoting another speaker who said "we improve the network by preempting it." The thrust of MCA's activities, he said, is to continually reduce "the extreme dependence of the industry on previous forms"—that is, programs that run first on the networks. MCA is trying "to work out shorter terms on all our shows on the network by any means possible." Not to say that MCA is no longer the major network supplier: Next season, it will have 64 hours in miniseries on NBC alone.

What's different in today's market, said Mr. Friedland, is that "you found the money," Operation Prime Time now enlists 70 stations (24 independents, 46 network affiliates) who have guaranteed to buy a six-hour novel-for-TV this May. The initial station guaranteed was for $400,000; subscriptions to date put the budget over the half-million dollar mark. Last Wednesday, Mr. Friedland announced that General Foods has bought six minutes nationally for $480,000.

Why is he doing it? Mr. Friedland asked out loud. His answer: "I don't know, except it falls in the area of 'It Will Change Things'!"

MCA applauds FCC's scrutiny of three networks

Company President Scheinberg tells NATPE that current procedures concerning fees and option periods hurt producers; he also comes out against 'free lunch' method enjoyed by cable systems and says MCA will not spare any expense in its lawsuit against Sony's Betamax.

Sid Scheinberg, the president of MCA Inc., spoke out strongly last week against the "unfair restraints and abuses" of ABC-TV, CBS-TV and NBC-TV and applauded the FCC's upcoming scrutiny of the "three-network oligopoly.

Delivering the keynote address at the 14th annual convention of the National Association of Television Program Executives in Miami Beach last Monday (Feb. 14), Mr. Scheinberg lashed out at "the fixed, minimal license fee" paid by the networks "over lengthy options periods" to companies like MCA for their shows. This practice is unfair, he said, because the producers "don't share directly in the success" of the shows. When an MCA series becomes a hit, "the network reaps all the rewards" of the higher prices charged to advertisers, he said.

On the other hand, he continued, MCA and other studios run such big deficits in the course of their day-to-day filming of series for the networks that "the producer bears the loss when a program is kicked off the schedule because of low ratings. He said that on three MCA series alone—The Six Million Dollar Man (ABC), Kolak (CBS) and The NBC Sunday Mystery Movie—the company is running a deficit of $9 million.

The lengthy option periods on which the networks insist hurt MCA shows, Mr. Scheinberg went on, because they can't be put into syndication while they're still new and fresh—by the time a series has run five or seven years, or longer, on the network, it's often stale, and its off-network reruns end up doing poorly in the ratings.

One of the ways MCA is fighting the dominance of the three networks, he said, is through Operation Prime Time (OPT), the six-hour made-for-TV movie based on Taylor Caldwell's novel, "Testimony of Two Men," which will be telecast on a number of network affiliates and independent stations (70, at latest count, for a 70% clearance) in May. Although he insisted that this project is not a fourth network but rather "a fourth opportunity," he said MCA "will continue its efforts in this direction," adding that the company "welcomed" the participation of other major studios in OPT as producers of "high-quality, first-run product.

Almost on a par with his diatribe against the networks was Mr. Scheinberg's explicit hostility toward cable systems that import the signals of major-market independent stations and pay only "insignificant compensatory fees," a situation that "fails to afford our properties [MCA's movies and TV shows] the protection they deserve." He called on the FCC to "restrain the free-lunch cable industry.

He also said that MCA "will not spare any expense" in prosecuting its lawsuit against the Sony Corp. and its Betamax device, which, according to Mr. Scheinberg, allows any TV-set owner to tape MCA's movies and TV series off the tube and play those tapes over and over again, even for neighbors and friends.

Most of the new technologies are fine, he concluded. It's only "the parasitic new technologies" that achieve their success "unfairly," he said, that must be stopped.

Magazines: a new chapter in local TV programing

'Esquire,' the popular men's magazine, is taking a bold step into the world of local TV programming by teaming up with three NBC affiliates to launch their own cable network, which will begin operations in August.

The network, called 'Esquire TV,' is the brainchild of Esquire publisher R. Douglas Clark and will be carried by NBC affiliates in Washington, Atlanta, and Philadelphia.

Clark said the network will feature original programming, including a new series on the history of automobiles, a talk show hosted by comedy writer Robert Farr, and a variety program called 'Live and Learn.'

The network will also carry reruns of classic films and old TV shows, such as 'Mr. Novak,' 'Fame,' and 'The Mod Squad.'

Clark said the network will be available on cable systems in the three cities where it is launched, and that it may expand to other markets in the future.

Clark said the network will be supported by advertising revenue, and that it will be available at a cost of $25 per month. He added that the network will be available to viewers within a year of its launch.

Clark said the network will be available to viewers within a year of its launch.

Clark said the network will be available to viewers within a year of its launch.
either equipment or people with the news department," he said. "And the show is done completely on location, with minicams—we use all original material and stay away from outside syndicated product." Even though Mr. Hillier spends $10,000 a week to produce the KPIX (TV) San Francisco magazine show (the only Group W strip currently on the air, having begun last August, although WBZ-TV Boston’s access magazine kicks off in April, with the other three to follow by September), which adds up to $500,000 a year, he said that "the cost of syndicated product is rising dramatically." In a sense, he added, he’s relieved not to be "at the mercy of the mores and the economies of Hollywood."

But he acknowledged that the magazine shows are going to have to come up with competitive ratings in cities like Pittsburgh, Baltimore and Philadelphia (in the last-named market, KYW-TV will play the magazine show at 7 and keep access game shows at 7:30). Already the competing stations in those markets have grabbed up the strongest shows displaced by the magazine strips, placing a double jeopardy on the locally produced shows.

Au revoir from Wiley to NATPE

Some parting thoughts, but no parting shots from the chairman of the FCC; his main theme: government should go lightly in the area of programming

Dick Wiley said an official—and reluctant—goodbye last week. It was to the National Association of Television Program Executives, an organization he had addressed twice before as FCC chairman but, "given the realities of political life," was unlikely to address again. His departing words of wisdom: salvation for television lies not in governmental regulation but in free-spirited competition.

It was a message to which he returned repeatedly, often to the accompaniment of applause. "Government regulation in this sensitive First Amendment-oriented area [speaking of complaints about sex and violence on TV] is simply not the right answer," he said. "Instead, the right answer is, in the only answer, is taste, discretion, good judgment and responsible self-regulation on the part of the broad-

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**SOUTHERN BAPTIST RADIO AND TELEVISION COMMISSION'S**

**EIGHTH NATIONAL ABE LINCOLN AWARDS**

**TO DISTINGUISHED BROADCASTERS**

**Radio**

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<td>Bob White</td>
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For unusual and sensitive leadership and total commitment to the best in broadcasting.

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**Television**

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<td>Michael Hall McDougal</td>
<td>General Manager WAB Radio Tuscaloosa, AL</td>
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<td>Andrew M. Eckersmann</td>
<td>Executive Vice President WBBN-TV Chicago, IL</td>
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<tr>
<td>Marcia A. West</td>
<td>KGB Broadcasting Stations Denver, Colorado</td>
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For consistently representing the best in the industry's definition of responsible broadcasting.

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The National Abe Lincoln Awards are presented annually to broadcasters whose lives exemplify the ideals of Abraham Lincoln’s credo, “Firmness in the right as God gives us to see the right.” By their energetic and imaginative performances, these men and women have honored their profession and enriched the quality of life in America. On behalf of the public and my fellow broadcasters, I herewith salute them for a job well done. — PAUL M. STEVENS

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**1978 ABE LINCOLN AWARDS ENTRY FORM REQUEST**

The Radio and Television Commission of the Southern Baptist Convention is vitally interested in the community activities and projects of the conscientious broadcasters of the nation. We'd like you to enter your achievements in the 1978 Abe Lincoln Awards competition, which is sponsored by the Commission.

To receive complete information about the 1978 Abe Lincoln Awards program and an entry form, simply complete the coupon and mail to:

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Southern Baptist Radio and Television Commission's Abe Lincoln Awards / Box 12157 / Fort Worth, TX 76116 / Paul M. Stevens, President

Broadcasting Feb 21 1977

41
caster, the program producer and the advertiser,” And again: “The constant demands for government involvement, government solutions, government regulation and government control—if needed—will lead only to diminishing our free enterprise system, our free press and our individual liberties.”

What Mr. Wiley saw as the proper role of government was in encouraging competition—most recently, in the FCC’s case, by opening an inquiry into television network “activities and practices” (Broadcasting, Jan. 17). He said that inquiry would be even-handed, with the FCC “facing up to its responsibilities” in the event that the problems of American television are found to “lie at the door of the big three;” but neither to be “antinetwork (any more than it would be pro-network),” According to their Due, Mr. Wiley remarked that “I suspect that if we didn’t have networks, we would want to invent something which looks very much like them.”

Mr. Wiley, after noting that he had made “my very last speech on family viewing,” gave an approving nod to the initiative of the National Association of Broadcasters in meeting with leading Hollywood producers on the subjects of sex and violence (Broadcasting, Jan. 31, Feb. 7). “This kind of interaction within the private sector holds great promise in terms of developing meaningful and lasting reforms,” he said. “Far greater, in my judgment,” Mr. Wiley continued, “than could result from any kind of government intrusion in the process.”

The FCC chairman—as did a number of speakers during the NATPE conference—seized the occasion to remark upon the “triumphant success” of ABC-TV’s Roots. Although noting he did not express personal views about the quality of individual programs, Mr. Wiley said it had had a “tremendous impact” on the nation and that, “Indeed, the ratings were so phenomenal that they may require a fundamental re-evaluation of traditional television programing and scheduling concepts.”

Mr. Wiley underscored that his own agenda for the future was open (this term as a member of the FCC expires June 30, and it is assumed he will continue to serve as chairman until that date). “I have no plans, no commitments and no understandings,” he said, adding that “all reasonable offers will be carefully considered.” In a reference to the change in administrations that, presumably, will return him to the private sector, Mr. Wiley noted his “viscous report in Washington that I am a Republican. We independents resent that.”

NATPE’s first ‘Iris’ awards presented at Miami convention

The 1977 NATPE “Iris” awards for excellence in local television programing were the focal point of the Sunday night marquee at last week’s 14th annual conference in Miami Beach. They were also the subject of an elaborate (although not televised) “Emmy”-or “Oscar”-type presentation, complete with ABC-TV’s David Hartman as master of ceremonies and a number of celebrity “presenters”—most representing syndicated properties, as opposed to network vehicles—handling “the envelope, please.” The winners:

**Performing arts:** top-25 markets, Mama, KNBC-TV Los Angeles; all other markets, Music for the Season, WCPO-TV Cincinnati; **public affairs programing:**

By any other names. The board of directors of NATPE settled on “Iris” as the name for the statuette to be given out in honor of local programing excellence. That, however, was not the only name considered, in response to Broadcasting’s mention (Jan. 31) that NATPE had a new statuette but no name, over 60 letters poured in to the association’s headquarters. “I have the name for your award,” said Stuart Rubin of Rochester, N.Y.: “The Amy award, in honor of the President’s daughter;” Ron Klayman of WABDR-Moline, Ill., offered three suggestions: the “Pixee,” the “Viddy” or the “Toobee (or not to be):” Louise Elchelberger of Castleton (VI) State College offered “Vicky” Edward J. Ownie of WLBAM Bangor, Me.: “Telly—I’m sure that Mr. Savallas would not mind.” And Alfred G. Miranda of CBS-TV affiliate relations in New York: the “PETE.” Mr. Miranda’s rationale: it could stand for “program excellence in television events;” or “program executive’s television expertise.” Offered Mark G. Burg of Oshkosh, Wis.: “Faith: “It would be most appropriate,” he said, “that the winners of this award would heed its name, remembering the public that it serves by continuing to present a ‘top notch’ programing format so deserving of this award.”

**Making it to the top**

Four former program directors offer their NATPE colleagues tips on how to do it

The upward mobility of program directors was a subject of the final morning’s session at NATPE, with four who had graduated counseling their colleagues on how to do it. Squire Rushnell, now a vice president for programing for ABC Entertainment,
Off and running with television’s first family novel.

“Little Vic” Six half-hour shows about a boy, a horse and a dream.

Once again the ABC Owned Television Stations break new ground with this heartwarming mini-series based on a best-selling children's classic by Doris Gates. "Little Vic" is the latest example of a commitment to exceptional family viewing presented by the five ABC Owned Television Stations and produced by Emmy award winning Daniel Wilson Productions.

Little Vic" will be shown in local prime time for six consecutive weeks beginning the week of February 20th.

ABC OWNED TELEVISION STATIONS abc
spoke of going from the station to the network as "making it over the wall." The two most important factors in such career growth, he said, are achievement and visibility—becoming one of the "he was's," as in "he was the person who created such and such." The real achievers make their own way to the top, he said. Those in the business of recruiting at that level need only "look out over the surface" to discover the winners.

Tom Dargan, general manager of KATU-TV Portland, Ore., called programing "a fast track" and advised that upward-aspirers "try to be success-seekers rather than failure-avoiders." Another panelist, Steve Mills, now vice president for production, CBS-TV Hollywood, credited luck as a large part of the secret. "It's difficult to be discovered in Davenport," he said. And, he added, getting to the network is not necessarily the ultimate goal.

Ann Berk, now station manager for WNBC-TV New York, struck an audience chord when she said that one of the program director's Obstacles was being viewed as "creative," and this is "not considered on the bottom-line side." Salesmen, she said, don't have the same trouble. Mr. Rushnell, also commenting on the fact that most general managers come from sales, said it may be that salesmen are just better salesmen—selling themselves into higher jobs.

The consensus on when to move on: when the challenge has gone out of the present job.

NATPE session urges closer ties between station programing and news departments

The delicate matter of "bridging the gap"—as the program put it—between the news and programing departments was addressed at last week's NATPE convention by speakers from both sides of that fence. The consensus was that it could and should be done.

Jim Major, program director of WJBK-TV Detroit and the panel's moderator (as well as new president of NATPE; see Top of the Week), opened with the remark that news used to report to programing, but that it grew "larger and separately." He set the scene for a return, if not to the old days, at least to an accommodation between the two that would let the program director get into the news act.

Roger Ottenbach of WJBN-TV Peoria, Ill., described that station's organizational plan, in which he, as broadcast manager, has news, production and programing reporting to him. He also is responsible for promotion, having come up through that side of the business.

Two other panelists—Paul Coss, the program director, and Bill Fyffe, the news director, both of KABC-TV Los Angeles—described that station's experience in pairing the two departments to create a new evening news format. "Restructuring any newscast that's ill is a big effort," said Mr. Coss. "There is a lot of work to be done and many territorial boundaries to be crossed." The station hired a fashion consultant to design a new wardrobe for the news team (at a cost of $16,000), which, among other things, "allowed us to eliminate the electronic checkerboard suit and the sportscaster's bad taste." How did it all come together? "Out of a spirit of cooperation and nonjealousy!"

The other half of that team described himself as "a news director and a selfrighteous son of a bitch. Some of you will think that's redundant." Mr. Fyffe called "territorial imperatives" the most difficult roadblock to mutual success. "I know of no way to win in news without a harmonious effort with programing," he said. Like it or not, he said, "newsies" and program directors are married to each other.

Pete Hoffman, half of the McHugh & Hoffman consulting team, likened his vision of the ideal management organization to a head coach (the general manager) with offensive and defensive coordinators (the news and program directors). Among the important considerations in news department success is the other station programing before and after the news broadcast, he said. "If there's a bridge between your departments," said Mr. Hoffman, "use it. If not, build one."

ABC stretches out its lead

ABC-TV swept the prime-time ratings again for the week ended Feb. 13, winning five nights while CBS-TV took two (Thursday and Saturday). ABC came in with a 23.2 average rating for the week. CBS ran second with a 19.1 and NBC trailed at 16.7.

In the season-to-date averages, the week left ABC a far-out first with 22.1 and added a tenth of a point to CBS's week-old hold on second place with a 18.7 against NBC's 18.5.

Part two of "How the West Was Won" on ABC Monday Night Movie was top-rated show for the week, as part one had been eight nights before. Part two averaged 32.2 rating and 49 share, down one rating point and two share points from part one's performance. Three CBS series against it fared worse and worse as the night wore on: Maude had a 16.3 and 23, All's Fair a 14.3 and 21 and Andros Targets an 11.0 and 18, while NBC's Sunday Movie, "Night Terror," squandered four rating points from its lead-in, Hall of Fame's "Emily, Emily," in dropping to a 16.0 and 25.

In their premiers, ABC's Blansky's Beauties had a 19.7 rating and 32 share, and NBC's Life and Times of Grizzly Adams had a 19.7 and 30.

People's Choice Awards, a special on CBS, was the seventh highest rated program of the week at 26.6 and 44. ABC took all the other top-10 positions except that CBS's M*A*S*H tied Six Million Dollar Man for fifth.
How do you sell $125,000 worth of powerboats with a 30-second spot?  
Get the creative film look.

Hess Marine of Pensacola, Florida, reeled in a lot of sales in a 10-day promotion to the power-boat market.

Jack McAndrews, owner of Hess Marine, took a friend, a camera and a lockerful of ideas out for four days of filming boats doing what boats do best.

He brought back a catch of running shots with all the beauty and color of white hulls against a blue-water background, flashy turns and foamy wakes—everything that could turn a landlubber into an old salt.

The footage was edited for broadcasting and an exciting 30-second spot resulted. It brought in prospects from more than 100 miles away—as many as 1000 prospects on one Sunday alone.

“The promotion made big waves,” says Jack. “We sold about $125,000 worth of Hess merchandise, two months before my regular season.

“Using film for my commercial gave me a lot of confidence. I knew I could do the job with film because it gives me creative freedom. It’s easy to handle. I get bright colors, and I’ve found it’s the least-expensive, most reliable medium for my purposes.”

It’s solid proof that you don’t need a million-dollar budget to look like a million dollars.

For more on the film look and how it’s bringing in business for retailers and clients, call or write your local Kodak office.

Eastman Kodak Company, Dept. 640
Rochester, New York 14650
If you’d like to find out more about the power of film for your clients’ TV commercials, send for more information, today.

Name__________________________
Company________________________
Address_________________________
City_____________________________
State________________ Zip_________
Rep. Moffett hits hard on violence at PTA hearing, calls for action by government

Commerce Committee member sees larger role for FCC and Congress in programming; Wiley says it's not for him

The National Parent-Teachers Association heard words it wanted to hear from a member of the House Commerce Committee last week who said there are indeed steps the federal government can take to curb violence on television.

Representative Toby Moffett (D-Conn.) said in a speech prepared for the PTA's seventh regional hearing in its national crusade against violence that the government has the power, for instance, to require broadcasters to increase the amount of prime-time programming to children. Mr. Moffett also said Congress can try—and he personally intends—to urge President Carter to appoint to the FCC people who are independent of the broadcasting industry and are committed to making the industry accountable to the audience, specifically to decreasing violence on TV.

He added, "The FCC and the Congress must also consider alternatives to the way that air time is currently bought and sold. Perhaps selling Tide to a four-year-old should be considered an unfair trade practice."

"I am against government censorship of individual expression," Mr. Moffett continued, "but I do not believe the government should be sidetracked from its primary responsibility by cries of First Amendment violations."

The congressman said he expects the House Subcommittee on Investigations, of which he is a member, to be more aggressive in its oversight of the FCC and urged the PTA not to waste time on "meaningless resolutions," but consider boycotting products of sponsors who advertise on violent shows, even staging a "national blackout" to demonstrate consumer power.

Mr. Moffett took a swipe at the FCC for being "all too cozy with the networks," and specifically at FCC Chairman Richard Wiley, "a perfect example of putting people on regulatory committees who don't believe in regulation." He criticized the chairman, who preceded him at the lecture in Hartford, Conn., for his role in the closed meetings with network chiefs that preceded passage by the National Association of Broadcasters of the now-outlawed family-viewing period.

Mr. Wiley, however, told the audience "I've learned my lesson being a defendant" in the suit against family viewing by Hollywood producers and writers and said he feels "there are limits on federal responsibility to deal" with excessive video violence.

He hopes the courts, in the appeals of the family-viewing decision, will allow some industry-government cooperation on program content without dubbing it censorship, but said, "It shouldn't be possible to make programming decisions." Consumer interaction with broadcasters is essential, he said, but "categorization" of just what subjects can be aired is "far too subjective for a bureaucrat like myself" to try.

Saying local consumer groups should state their programming views because "an educated Hollywood isn't like my home town of Peoria [Illinois]," Mr. Wiley said viewers can demonstrate that excessive violence is bad business. "Your actions are showing signs of being very effective," he said, citing ad agency and clients' public criticism of violent programs (BROADCASTING, Feb. 14).

"In the rush for more government regulation," the chairman said, "we may cause programs to be more bland. We should encourage the industry to engage in self-regulation."

Much of the testimony from nearly 60 industry spokesmen, public officials, psychiatrists and educators, followed patterns set in previous regional hearings. Connecticut Education Commissioner Mark Shedd said TV has changed childhood more than any other invention in history. He argued for a cut in the amount of violence permitted and a "new emphasis on humanistic values and on helping children learn."

Hartford Mayor George Athanson said he sees a "causal relationship" between TV and juvenile violence, but added the problem runs deeper than the small screen because "America is basically a violent society."

Television Information Office Director Roy Danish and Springfield, Mass., broadcaster William L. Putnam argued that parents can solve the TV violence problem themselves—by monitoring what their children see.

Mr. Danish, as he did at the PTA's Kansas City, Mo., hearings (BROADCASTING, Jan. 17), claimed the industry was responsive to public concern. He said it is all right to "urge people to write about the things that displease them" but said that selecting individual ads or programs to boycott would be irresponsible. "If you make advertisers your go-betweens," he said, "you will drain the vitality out of television and you will also invite far more..."
mischief by others whose political or social views you may find distasteful.

Mr. Putnam, board chairman of WWLP-TV Springfield, said "the solution to the violence problem is always in your hand. What you conceive as bad television will never be seen by your children in your home or elsewhere if you wish it that way. What may go on in other households is someone else's business—not yours, not mine and in this free land most of all not the government's."

Mary Megee, director of the New York Council on Children's Television, charged the networks with "censorship by omission." She claimed network management has "successfully banned from the air almost all social science information about the effects of television." She said criticism of video won't spark the average viewer into action unless it is aired on the small screen itself: "Talk about TV, on TV."

Have the PTA's hearings done much more than restate opposing opinions? PTA officials who have crisscrossed the country with the regional sessions think so.

"Raising consciousness is part of it," says California PTA President Virginia Macy, but she said she has learned "it takes a while [for the networks] to get things in gear for programing changes." Jean Dye, from Cleveland Heights, Ohio, coordinator of PTA legislative activity, agrees the hearings have shown her some programing and station management problems. "My first reaction was just 'take it off.' I've now learned about management and affiliates, and that the initiative and final accountability rests with local stations, not networks," she said.

### Determining the top 50 for prime access rule

The FCC is considering a change in the way the top-50 television markets are determined for the purpose of the prime-time access rule. The rule prohibits television stations in those markets from airing more than three hours of network or off-network programming from 7-11 p.m.

Currently, the markets parallel an Arbitron listing issued 10 months before the television season begins in September. The FCC, in its rulemaking proposal, acknowledged that nine markets have been in and out of the top-50 since the original rule took effect in 1970. Noting that program decisions and financial commitments must be made well in advance, the FCC proposed that beginning in 1980, markets depend on Arbitron listings 34 months prior to the new season. And for the seasons beginning in 1978 and 1979, the late 1977 ranking would apply.

WTOL-TV Toledo, Ohio, (a CBS affiliate), with support from the other two network affiliates there, WSPD-TV (NBC) and WDHG-TV (ABC), had sought a waiver of the rule.

Toledo has changed status three times since the rule took effect. It will be among the top-50 this September but was not last year. The FCC denied the waiver request, saying that it would run counter to the rule's objective and that the stations had not claimed economic hardship. A rulemaking procedure, however, was launched, with comments due April 1.

### Viacom sets up group for prime-time shows

Firm appoints Zeiger and Abrams to head efforts in program acquisition for TV distribution

Arthur Zeiger and Elliott Abrams, senior vice presidents of the Enterprises division of Viacom International, were named last week to head a new group to step up Viacom's program acquisition and prime-time network development activities.

Ralph M. Baruch, Viacom president, said the new group would acquire TV series and motion pictures for both international and domestic TV distribution and develop programs for prime-time network scheduling. Mr. Zeiger has been responsible for administration and business affairs of the Enterprises division, and Mr. Abrams has been in charge of motion-picture acquisition. With their new appointments, both men were named vice presidents of Viacom.

Richard Reisberg, recently named Viacom vice president, programing, will report to the new group and will continue to supervise the company's program development.

Mr. Baruch also announced that the post of Viacom executive vice president, operations, which was held by Lawrence B. Hilford until his resignation to become president of a new Warner Cable Corp. division for multichannel two-way communications (BROADCASTING, Feb. 14), will be eliminated. Henry A. Gillespie, president of the Enterprises division, and Douglas H. Dittrick, president of the communications division, who are also vice presidents of Viacom, will report directly to Mr. Baruch in the new chain of command. Jeffrey M. Reiss, head of Viacom's Showtime pay cable subsidiary, and George C. Castell, vice president, corporate acquisition and development, will report to Terrence A. Elkes, executive vice president.
Tops in PTV programs

Kcet Los Angeles' Number Our Days has been awarded the Corporation for Public Broadcasting's highest accolade in local public television programing. The documentary on the Jewish community in Venice, Calif., produced by Lynn Littman, earned the rank of "best local program of the year" and was honored earlier this month during the Public Broadcasting Service's annual membership meeting and programming conference.

The station also won in "target audience: black" category for its Inner Visions with Charles Bevel, produced by Joe Phillips and directed by Ed Scott. Another station to take two honors was NHTI Trenton, N.J., for "news and public affairs documentary:" Equity in the 200th Year, produced by Kenneth Stein, with assistance from Paul Buck and Art Ciocco, and for "target audience: Latinos:" El Pasadito (The Picnic), produced and directed by Charles DeJesus.

Other honors went to WTTW Chicago for "news and public affairs special events coverage:" Television's Race: The Campaign, produced by Martin Kileen; WGBH Boston for "target audience: women:" A Woman's Special: Rope, produced by Nancy Porter, and to the Kentucky ETV network for "children's pro-

grams:" Victoria, produced by George Rasmussen.

The winning shows were chosen from among more than 200 entries submitted by more than 100 PTV stations. Judges were Judith Crist, TV Guide and Saturday Review critic; Peggy Cooper, WTOP Washington producer, and John O'Connor, New York Times television critic.

Programing Briefs

First sales. Syndicast Services Inc., New York, has made first sales on its new Jim Nabors, one-hour, daily variety program to WOWD-TV New York, KNX-TV Los Angeles, KTVN-TV Tijuana, Mexico and KPHO-TV Phoenix. Series, which will begin on air this fall, will be produced by Winchester Productions, Hollywood.

Syndicating in Spanish. Val De La O, independent producer of 60-minute Spanish-language musical-variety show of same name, is once again making syndication effort. Show, produced domestically and aired by KOB-TV Albuquerque, N.M., for past 17 years, was previously offered for syndication in 1968. Val De La O Show also runs on KMUY-SV Sacramento, Calif., and KAOA-TV Pueblo, Colo. Twenty-six episodes are available.

Labunski's status. Stephen B. Labunski, reported as being named president of North American Radio Alliance, new radio production/syndication company (Broadcasting, Jan. 31), said announcement was premature: "We had not reached final agreement and as it happens, I am not going to be associated with North American." Mr. Labunski, former head of NBC Radio and until recently executive vice president of Merv Griffin Group of stations, said he expected to announce future plans shortly.

Accent on entertainment. Madison Square Garden Corp., New York, is expanding its activity in entertainment production area for syndication to both TV stations and cable TV systems. Already produced this year are one-hour Chita Plus Three (starring Chita Rivera) and Concierto Monumental (featuring Hispanic singers).

My son the actor. Steve Ford, son of former President Gerald Ford, has been signed by Quinn Martin Productions, Los Angeles, to exclusive acting contract for television. Mr. Ford will appear as guest star in various QM series and specials. Series starring Steve Ford as rodeo performer is in preparation slated to air this fall on NBC-TV.

Branching out. Time-Life Television has announced plans to acquire and invest in films to distribute to TV and non-theatrical markets. Stephen J. Scheffer has joined company as director of film acquisition.

Creativity strength. ABC-TV signed Allan Blye and Bob Einstein of Blye-Einstein Productions to two-year contract to develop and produce comedy and variety series on an exclusive basis.
Einstein's theory of relativity is kid stuff.

Making difficult ideas and unfamiliar situations into entertaining, dramatic stories involving young people is what sets NBC's "Special Treat" and "Muggsy" apart from the rest of the children's programming pack.

In recognition of their outstanding quality, both series were honored last week by Action for Children's Television (ACT) with that organization's coveted "Achievement in Children's Television Award."

"Special Treat," presented seven times a year, is a highly enjoyable program for the entire family. Its dramatic offerings range from a space drama on Einstein's theory of relativity to an animated musical based on the Biblical stories of Noah and Samson.

"Muggsy" is the weekly dramatic adventures of a 13-year-old inner-city girl facing up to the complexities of ghetto living.

The man most responsible for setting and maintaining the high standard of excellence for both series is George Heinemann, NBC's invincible Vice President, Special Children's Programs.

George started winning awards for NBC more than 25 years ago. Since then, he has amassed more Peabodys, Emmys, Christophers, Gabriels, Ohio States, Brotherhoods (National Conference of Christians and Jews) and Sigma Alpha lotas than any one else in the business.

Thank you, ACT. Congratulations, George. Again and again and again...
It's finally arrived. The mellow sounds of Beautiful Rock™ by TM Programming. And it's now playing in Baltimore, Seattle, San Diego, Kansas City, Phoenix, Portland, Maine, Grand Rapids and Columbia, South Carolina. Beautiful Rock is changing radio programming. Hear our demo before you hear it on the competition. It took time to create a winner. But it only takes a phone call to become one.

Call Ron Nickell collect, 214-634-8511.
Another door opens in radio’s theater of the mind

CBS’s new weekend adventure series for General Mills offers Himan Brown another challenge: bringing drama to an audience of the young

Fred Gwynne, the beagle-faced actor who played in the Car 54, Where Are You? and Munsters TV series, faces a microphone in an old studio on 57th Street in New York, taping his part in one of the new General Mills Adventure Theater programs for CBS Radio. Wearing lime-green pants, bright red socks, white tennis shoes, and with a cigarette stuck behind one ear, he pretended all the while to be the caliph of Baghdad, a kindly ruler who disguises himself to mingle with his subjects because “he is not so wise that he cannot learn still more.”

“Fantasy is the word in Adventure Theater,” Himan Brown says in the control booth. “Once we say there’s a caliph, you’ve got him.”

Mr. Brown produces and directs Adventure Theater, as he has the CBS Mystery Theater since its inception in 1974. During the three-hour taping that morning, Mr. Brown would have guided Mr. Gwynne and the rest of the cast through a confrontation with a genie in a bottle, the tragic tale of a merchant who loses his sight and his camels because of his greed, and the trial of an unfaithful friend who is sentenced by the caliph to sell three-year-old olives for the rest of his days. At noon, Mr. Brown distributed checks to the actors, and after a short break without lunch, plunged into the next fantasy, “King Solomon’s Mines.”

Adventure Theater was launched Feb. 5 over 218 radio stations, most of them CBS Radio affiliates, with two different 50-minute dramas on Saturday and Sunday, usually cleared at 6:07 p.m. The program may not be the fruition of a radio drama renaissance that Mr. Brown and others at CBS predicted was under way when Mystery Theater began. The other representa-

Part of our programing is putting people to work

Unemployment. President Carter has made this his number one priority. We decided to do something about the unemployment problem in Portland by producing a one-hour live program designed to match available jobs with available personnel.

It Worked!

As a result of “Jobs for People, People for Jobs,” the Oregon Employment Division reported an increase of 54 available jobs the very next day; eighty applicants appeared at their main office and 50 applicants phoned.

We’re proud to say that KOIN-TV helped many Oreganians start the New Year right... with a job.

KOIN-TV Portland
A CBS Affiliate
Represented nationally by Harrington, Righter and Parsons
Van Deerlin's rewrite project gets kibitzed at the NATPE

Speakers, ranging from a GM of a local station to a network VP and a former FCC chairman, praise or put down effort to revamp the Communications Act

The tug of war over a rewrite of the Communications Act of 1934 began last week as a long line of speakers arose before the National Association of Television Program Executives to proclaim its necessity, or protest its dangers. No consensus emerged, but it seemed evident that the eventual contest will be between the have-lots and the have-lesses of the communications world, with First Amendment considerations inevitably in the middle.

In all, 11 speakers—and almost as many points of view—went before the conference. The primary proponent was Donald H. McGannon, the chairman and president of Westinghouse Broadcasting Co. Aligned on his side of the debate was William H. Dilday Jr., general manager of WBBY-TV Jackson, Miss. Others with special pleadings included Russell Karp, president of Teleprompter; Don Curran, president of Kaiser Broadcasting; and Lawrence Grossman, president of the Public Broadcasting Service. Those less enthusiastic: Dean Burch, a former chairman of the FCC now in private communications law practice in Washington; Bill Leonard, Washington vice president for CBS Inc.; Ben Barry, a syndicator; Joel Chaseman, president of Post-Newsweek Stations; and Vincent Wasilewski, president of the National Association of Broadcasters. Representative Lionel Van Deerlin (D-Calif.), the chairman of the House Communications Subcommittee, whose project the rewrite is had the last word.

The framework in favor of the updating was erected by Mr. McGannon, who spoke of a new act “to bring us into the present and be flexible enough for the future.” Its major creation, he suggested, would be a Department of Communications headed by a cabinet-level secretary. “The (present) FCC does not even have jurisdiction over the entire electromagnetic spectrum,” Mr. McGannon said, noting that 40% of its frequencies, primarily for the military, were outside the commission’s reach. Such a department would incorporate the present functions of the FCC as well as those of the armed forces, the Office of Telecommunications Policy and the Office of Telecommunications in the Department of Commerce.

Mr. McGannon addressed two of the so-
called First Amendment aspects of a Communications Act rewrite and split his vote. He would favor continuation of the fairness doctrine ("I cannot conceive of our industry operating without such an elemental principle ... we would have to create such a principle if it did not now exist") but would favor elimination of the equal-time provisions of Section 315 "at least as they apply to candidates for the offices of President and Vice President."

Mr. McGannon enunciated a point echoed by other speakers as the principal reason for such a rewrite: that the present act dates from a period before the advent of "satellite, microwave, radar, land mobile, fiber optics, laser beams and citizen band." He noted that there were but 18,5 million telephones in 1927 (the year of the Dill-White Radio Act that was the precursor of the 1934 Communications Act), while there are 121 million now, that there were then 681 radio stations, versus 8,200 now, and that "television existed only as an idea."

CBS's Mr. Leonard examined those same considerations to reach a conclusion 180 degrees away: that all those new services had come into being without being mentioned specifically in the act. Indeed, he went back even further to note the shortcomings of the Constitution in mentioning many of today's realities. "What a field day I could have with that," he said. "What they left out. Where is the part about railroads? What articles deal with cars? Women? Russians? Airplanes? Why did those forefathers forget to include a word about political parties? To say nothing of atomic bombs, subways, telephones, backgammon or Sani-Flush?"

His point: that the Constitution has survived precisely because it was drafted in general rather than specific terms.

Mr. Leonard drew applause when he spoke of the American system of communications as "... the best on the face of the earth. Communications, whether by landline or through the air, is unmatched." He went on: "Our communications system is the freest in the world. Not as free as we will need, not as free as it should be, yet under it has developed a strong, independent broadcast journalism, with standards high and the flow of information great, its courage tested through the white heat of civil-rights controversy, of Vietnam and of Watergate.

"We have the most informed nation on the face of the earth," Mr. Leonard continued. "We produce entertainment in mind-boggling volume and sometimes even of high quality. We have the most efficient telephone service on earth. All these things at the fingertips not of the few but of the many. And all developed in an economic and legal framework that generally has protected our people against undue concentration of power - both from private business and from government."

Mr. Leonard's concern: that "... in some sort of mad race to abolish it or reform it, or whatever, that we not fritter away those precious rights for which we have fought so hard for so long. I do not want to destroy those precious freedoms we have (but really don't quite have) under the First Amendment."

A similar position on the conservative side was struck by Dean Burch, who said, "I wish I could be enthusiastic [about the rewrite] but cannot." Among his concerns: how a cabinet officer who is part of a presidential administration would go about deciding equal-time problems. And while saying that he "admires, likes and even trusts" Mr. Van Deerlin, he really wonders if a rewrite is necessary, "The only reason to rewrite is if you want to change the basic thrust," Mr. Burch said, making clear he did not.

The former FCC chairman, recalling that it took almost seven years to write the first Communications Act, and 15 years to write the new copyright law, said his best guess on how long it would take for a rewrite was "I don't know." Mr. Burch advised: "If I were a program executive I would make my short- and long-range decisions on the basis of the status quo. No Congress, no FCC will solve the problems of sex and violence, or of news."

WLBT-TV's Mr. Dilday said he was basically satisfied with the act as it is, but wanted to make sure that any rewrite would "emphatically state" that ownership of radio and television be reserved to the government, with operators licensed for limited periods of time. Expressing a view generally held by minority owners or minorities that aspire to enter broadcast ownership, he asked also that any rewrite require that appeals from FCC decisions be taken to the U.S. Court of Appeals in
could not exercise discretion served channels

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particular press particular points of judicating competing employment reports, simply, broadcasters and

conditioning the District of Columbia "I fear only the rich and the powerful would prevail in the local circuit courts") and that, while favoring a five-year license period, he would condition its grant on citizen groups having the right to petition against a licensee at any time during the license period. Mr. Dilday also said what he called "the most pressing problem" facing both broadcasters and citizen groups: "Quite simply, it is the inertia of the FCC." He took the commission to task for failing to analyze annual program reports or employment reports, and for taking an "unconscionable amount of time" in adjudicating applications.

Messrs. McGannon, Burch, Leonard and Dilday were followed by a number of "discussants" who came forward to express particular points of view, or to plead particular causes.

Ben Barry, a syndicator, said that "the last thing I want is to spend more time with congressional committees," but that if there was to be a rewrite process, he wanted his segment of the industry (the smaller syndicator) to be part of it.

Joel Chaseman of Post-Newsweek said he did not believe the act should be broadly rewritten, but that, in reference to cable television, "So long as cable piggybacks on television broadcasting by carrying its signals, cable must be treated for what it is—a supplement to television broadcasting." He also spoke out for license stability, noting his station group's jeopardy during the Nixon administration: "We've been on enemies' lists," Mr. Chaseman said. Such stability could come from the FCC under existing authority, he said.

Teleprompter's Mr. Karp reminded the audience that 30% of the cable industry is owned by broadcasters, and said all TV stations benefit from the carriage of their signals by cable. He came down on the side of the act's revision, and proposed four goals: (1) to change the status of cable from ancillary to independent; (2) to provide greater deregulation of cable ("We now file more applications with the FCC than all the networks combined"); (3) to provide for federal pre-emption of state and local cable regulation, and (4) to revise pay-cable regulation, and particularly the leased-channel requirements that provide that cable operators make their channels available on a first-come, first-served basis. "Never before in history has the determination of a medium's content been time-determined," he said, adding that cable was in danger of becoming a pornographic medium if operators could not exercise discretion in choosing their leased-channel patrons.

Kaiser's Mr. Curran spoke for UHF equality with VHF (his group's stations are all U's), saying that segment of the spectrum is the only place TV has to grow. The medium, is, at long last, becoming viable, he said, but needs regulatory or legislative help. On his list: discontinuing the temporary use of UHF frequencies for land-mobile services; assigning new translators to chan-

nels 70-83; requiring set manufacturers to develop better UHF tuners; removing the grandfathering provisions that permit some cable systems to emit carriage of UHF signals; enabling the FCC to enforce cable regulations, and particularly pay cable regulations, with greater facility.

Mr. Grossman of PBS indicated he held high hopes for the Communications Act rewrite to correct deficiencies of the present system. Speaking of licensing, he said nothing makes less sense than the way it's done now; in his opinion, neither broadcaster nor citizen is served by it. He expressed the hope that financial support for public broadcasting would emerge on a dedicated basis, as opposed to the current appropriations process, along with political broadcast provisions that would eliminate such "charades" as demanding that third persons mount presidential debates. He joined Mr. Curran in asking that something be done to equalize UHF and VHF, and he asked for revision of the fairness provisions as they apply to public broadcasting—particularly the elimination of requirements that objectivity and balance be demonstrated in each individual program (as opposed to over a period of time) and the prohibition against editorializing by public stations.

Vincent Wasielski, for the NAB, did not come out flatly against the Communications Act rewrite effort, but did express concern that it might deal with issues on a "package" approach as opposed to the step-by-step amendment process that change must now pursue. He cited recent

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Crowd pleasers. Bill Leonard, the CBS Washington vice president, was an audience favorite at last week's NATPE panel session on the Communications Act rewrite (see page 57). He won them over not only with his speech—in which he proposed a full-scale rewrite—but with an opening remark about postures of presentation. Noting that Donald McGannon, of Westinghouse, the first speaker, had delivered his remarks while standing, and that the second speaker, Dean Burch, the former FCC chairman, had sat while seated, Mr. Leonard said he was tempted to deliver his opinion "on my knees." He held back from another line, however, that might have drawn similar delight—a phrase in his prepared text suggesting the rewrite might have been inspired "because a new generation of bureaucrats is looking for something to do."

Another cheer went up for a statement by William H. Dilday Jr., of WBTV Jackson, Miss., in discussing the costliness and time-consumption of the competing applications process. "It seems to me," he said, "that it is much more advantageous to be a communications lawyer instead of a broadcast licensee or an applicant for a license. As a lawyer, you reap all the benefits and take none of the risks!"
In market after market in the latest rating sweep, numerous automated stations have scored Number One positions. Among those top-rated, top-billing winners are many stations using THE Z FORMAT.

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passage of copyright legislation as a package that gave broadcasters’ concerns short shrift. Mr. Wastiewski said three areas would be most watched by broadcasters as the process proceeds: (1) localism, which he termed “of paramount importance;” and (2) the problems of cable and (3) the First Amendment.

Congressman Van Deerlin baited cleanup, indicating that he had been listening closely but had not been dissuaded from his course. His rejection of the argument that the present act was sufficiently broad to allow development of new media was most evident when he challenged Mr. Chase- man’s assertion that FM broadcasting, along with TV, had come along since 1934. Mr. Van Deerlin’s rebuttal: that “poor Major Edwin Armstrong must be twirling in his grave. It took 25 years to get FM into commercial and educational usage because of such obstacles . . . as those raised by RCA.” He also noted that it had taken Mr. Dilday’s station, WLBTTV, over 10 years to make a successful license challenge. “In spite of the protections of the system,” he said, “he had to go to court before half the population” of the community could be represented in the station’s programing, “making it possible for a black man to be here today.”

“Great changes are afoot in the land,” Mr. Van Deerlin said, noting an OTP statement that by the year 2000 it might “make no sense whatever to send TV signals through the air.” We have to keep pace with the application of technology, he said, remarking that Japan, for example, was far ahead of the United States in the use of communications satellites. He agreed that cable was a “temporary point of argument” but said “that’s only one of our problems.”

Saying he hoped for the widest possible support for and input to the rewrite process, Mr. Van Deerlin said “I hope I can persuade you that I’m not looking for a fast way to turn the industry upside down . . . We’re going at this cautiously. We’re not smart enough to know all the answers but smart enough to know where to turn for the answers. We want to guarantee to the consumer the greatest choice among technologies, and to guarantee that technology on the drawing boards will reach the consumer at the lowest cost.”

Mr. Van Deerlin won his greatest response when he announced a strong position on broadcast issues.

“If a broadcaster doesn’t have the same, precise protection as the print journalist he has no protection at all,” Mr. Van Deerlin declared, adding that “as long as I hold a gavel” he will try to nail down absolute First Amendment rights for broadcast journalism.

No solo role for House in deep review of 1934 act

Senate subcommittee sets hearings on whole communications policy

This year and beyond will be the era of the Communications Act watch. Not since 1934, when it was signed into law, has the act undergone such close scrutiny. First it was in the House of representa- tives, where Lionel Van Deerlin’s (D-Calif.) Communications Subcommittee had undertaken an over-all revamping of the entire document.

And now it’s in the Senate, where it was related last week that Ernest Hollings’ (D-S.C.) Communications Subcommittee plans to review “every major area” of federal telecommunications policy. Senator Hollings, at the helm of a subcommittee that will not be organized for another week, has begun to map out a series of hearings for this year, beginning with a three-day study of common-carrier issues, March 21-23. There will be other hearings, yet unscheduled by the Hollings panel, covering broadcasting (including, possibly, a look at TV violence), CATV and international telecommunications.

Where the hearings will lead—none will focus on any specific legislation—is vague at this point. Mr. Holling’s intentions are apparently to “review the Communications Act, more than `revamp’ it as Representative Van Deerlin has promised.

A Hollings staffer said last week that the primary purpose of the hearings is to educate the subcommittee members, many of whom will be new to communications. “Beyond that,” the staffer said, “they don’t lead anywhere—except to develop some frameworks” for more intensive examinations. The aide added that only after the initial education period will the subcommittee be prepared to deal with questions such as: “Do you think the building [the act] is bad? Should we rip it down?”

The Senate subcommittee begins the project a year behind the Van Deerlin subcommittee, which held extensive hearings on cable TV and exploratory hearings on telephone common carriers last year, and whose staff launched the rewrite project in October. Not that a foot race is in the mak- ing between the two houses, Senate sources quickly point out. By the same token, however, “The Senate’s not going to be playing poor brother in communications policy,” one official said.

Senator Hollings signaled his intentions in a letter signed jointly by him and Commerce Committee Chairman Warren Magnu- son (D-Wash.) to Senator Edward Ken- nedy (D-Mass.), chairman of the board of the Office of Technological Assessment, a research body that serves both the House and Senate. The two senators offered and the board accepted a proposal that OTA build a telecommunications “capability”—that is, hire some experts in the field and begin a study of the issues.

In their proposal, Senators Hollings and Magnuson exposed their own plans for the Communications Subcommittee: “We are
beginning to hear criticisms about the Communications Act because technological events have outstripped the development and implementation of regulatory policies. There is a need to re-evaluate the assumptions made in 1934 in light of the new technologies. This re-evaluation will help us to identify the benefits and problems in communications which, more than any other field, affect telecommunications.

At the same time the subcommittee is doing that OTA will be studying these issues: (1) new technologies, such as satellites, fiber optics, solid state devices; (2) new services, such as financial and business information, health care delivery, education and entertainment; (3) computer/communications: teleprocessing, computer networks; (4) spectrum uses: land-mobile systems, satellite spectrum and orbit allocations; (5) international telecommunications: satellite broadcast technologies; (6) trends: technological economic and social, as they affect telecommunications.

The price of the OTA project is estimated at $75,000.

The Magnon-Hollings participation in the OTA proposal was in part a reaction to Senator Kennedy's initiative. The latter's original proposal was for OTA to study computers and information systems, and that effort would inevitably lead OTA into Communications Subcommittee territory, the two senators sought to protect their interests in the project. And at their urging, Representative Van Deerlin also posted notice of his interest in participating in OTA's deliberations.

Senator Kennedy, not incidently, is also chairman of the Senate Antitrust Subcommitte, which might continue examinations of some facets of competition in the broadcast and telecommunications industries begun by the former chairman, the late Senator Philip Hart (D-Mich.). A Kennedy staff member said last week, however, that Senator Kennedy has made no decisions about that yet.

Van Deerlin opposed to Ferris as FCC chairman
Frontrunner for job is not knowledgeable enough in communications, Congressman tells NATPE news conference

More in sorrow than in anger, the chairman of the House Communications Subcommittee fired the first shot in opposition to the prospective appointment of Charles Ferris as chairman of the FCC. Lionel Van Deerlin (D-Calif.), surprised by the first question at the opening press conference of the National Association of Television Program Executives conference in Miami (on Saturday, Feb. 12), responded:

"I still hope that the administration that came in on the question, 'Why not the best?' is going to give us the very best as the next FCC chairman. These are complex communications in which, more than any other field, affect telecommunications.

Mr. Ferris's prospective nomination to the FCC chairmanship is more than speculation at this point. He has told members of Congress that President Carter has offered him the post. He has told reporters that the announcement is expected perhaps in May, but not sooner. Former chief counsel for 13 years to the majority leadership in the Senate, Mr. Ferris is now chief counsel to House Speaker Thomas P. O'Neill, who, it is widely believed, 'parked' Mr. Ferris in his office temporarily, pending his nomination by Mr. Carter to the FCC.

As the NATPE press conference progressed, Mr. Van Deerlin volunteered that he had had lunch with Mr. Ferris, found him to be "a very fine person" but that, if he knew anything about communications, "it didn't surface" on that occasion. And while conceding that one did not have to know a lot about the communications industry in advance, Mr. Van Deerlin noted that "the search [for a prospective FCC chairman] might have been a little broader.

FCC Commissioner Abbott Washburn, Mr. Van Deerlin's companion as subject of the press conference, passed over the opportunity to remark on Mr. Ferris's qualifications. "I don't know the man," he said. He was less reluctant to comment on another question dealing with the regulation of advertising. Should it be incorporated into the rewrite of the Communications Act now under way by Mr. Van Deerlin's subcommittee? Considerations involving "children's television overcommercialization certainly ought to be in the act," he said, in the next breath praising a Post-Newswave Stations program (Arthur & Company) that has no commercials within the program. Challenged on that assertion, Mr. Washburn backed off to suggest that "it should be in the guidelines" of the FCC in the area of advertising to children. Preschoolers, he said, have difficulty distinguishing between program and commercial material. "It's very useful," he said, "not to interrupt them" in terms of their TV programming.

Mr. Van Deerlin was critical of the FCC's performance in the area of station license renewal. "One would judge," he said, "that stations fulfill the public's interest, convenience and necessity by staying out of jail. I anticipate that we might want to enunciate a higher standard than that."

And Mr. Van Deerlin, while saying that FCC Chairman Richard E. Wiley "stumbled in" on family viewing, expressed...
the hope that the question of violence in TV "will be settled in the marketplace." He also said that Mr. Wiley would be formally asked to make his own input into the House subcommittee's Communications Act rewrite process "within the next three days." Asked for a timetable on the rewrite effort, he expressed the hope it could be accomplished in the next two Congresses.

Both Messrs. Van Deerlin and Washburn supported continuation of an Office of Telecommunications Policy, although conceding it need not be on as large a scale as at present.

The White House, meanwhile, was avoiding direct comment on Representative Van Deerlin's statement. News Secretary Jody Powell, when informed of the comment, said, "We have and will try to select the best men and women we can [for jobs in government]. There will be some disagreements on that." As for whether the President has decided to appoint Mr. Ferris chairman of the FCC, Mr. Powell said, "As far as I know, no decision has been made."

WHLO survives objectors, but isn't off the hook

The FCC denied a petition by Malcolm J. Costa and others who objected to the license, Radio Akron Inc., for failing Ohio. But the commission reprimanded the licensee, Radio Akron Inc., for failing to include complete and accurate information in its annual employment report and EEO exhibit.

The petitioners faulted Radio Akron's community leader survey and maintained that the station had violated equal-employment-opportunity rules.

The commission concentrated on the employment question and said "it was concerned about the absence of any minorities or women (with the exception of 1972) employed in the upper four job categories from 1971-1976" at the station. The commission found that Radio Akron's efforts to hire qualified minorities and women were in accord with EEO guidelines, but it reprimanded the licensee for inaccuracies in its 1975 employment report and 1976 EEO exhibit. The commission added that the reprimand "would carry considerable weight should any such further transgressions occur."

While the commission did not find that the petitioners had raised any substantial questions warranting denial of WHLO's renewal, it deferred action on the application pending resolution of other matters.

Changing Hands

Announced

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

**Southeast AM $250,000**

Daytimer in attractive smaller community offers excellent living conditions and very good opportunity for growth. History of good profits under absentee ownership, but will respond quickly to ideas of new owner. Attractive real estate included. Down payment of $50,000 required.

**KFBR(FM)** Carmel, Calif., Sold by Monterey Bay Area Media Inc. to Carmel Communicating Co. for $442,000. Seller is principally owned by E. L. Johnson Jr., his father, L. E. Johnson Sr., and William M. Oates, none of whom has other broadcast interests. Buyers are Frederick L. Vance, William E. Moore and Jay C. Adair. Mr. Vance formerly owned KHOS(AM) Tucson, Ariz. Mr. Moore was formerly with Avery Knodel, station rep., and Mr. Adair is San Francisco manager of Meeker Co., another rep. KFBR operates on 101.7 mhz with 630 w and antenna 509 feet above average terrain.

**KUSB(AM)-KFST(FM)** St. Joseph, Mo., Sold by KUSB Corp. to Hunter Broadcasting Inc. for $425,000. Sellers are Frederick P. Reynolds and his wife, Jeanne (60% together) and Warren F. Rhynner (40%), who also own KSWT(AM)-KEW1(FM) Topeka, Kan. Buyer is B. D. Hunter, who also owns WIL(AM) Jacksonville, Ill. KUSB is 1,000-watt daytimer. KFST operates on 105.1 mhz with 30 kw and antenna 225 feet above average terrain.

**KKUL(AM)** Tulsa, Okla., Sold by Central Broadcasting Co. to William Hayden Payne for $375,000. Seller is owned by Gene C. Howard who also holds majority interest in KRMC(AM) Midwest City, Okla. Mr. Payne publishes Edmond, Okla., Communicator and owns KMPH(AM) Edmond. KKUL operates on 103.3 mhz with 100 kw and antenna 195 feet above average terrain.

**KGMY(AM)** Missoula, Mont., Sold by Mission Broadcasters Inc. to Robert E. Ingstd for $300,000. Sellers are Louis G. Erck (68%), who also owns 90% of KHFAP(AM) Aztec, N.M., and James T. Goddard (32%), who has no other broadcast interests. Mr. Ingstad owns KGFX(AM) Pierre and KKLS-AM-FM Rapid City, both South Dakota, and has 25% interests in KVC(AM) Valley City, N.D., and KRMW-AM-FM Breckenridge and KWAD(AM)-KKWS(AM) Wadena, both Minnesota. KGMY operates on 1450 kHz with 1 kw day and 250 w night.

Approved

The following station sale was approved last week by the FCC:

**WBQG(AM)** Hendersonville, Tenn., Sold by Hendersonville Broadcasting Corp. to Monsey Broadcasting Corp. for $366,727 plus $233,273 loan to seller to pay debts. Seller is owned by William R. Sinks, Donald R. Fauble, John M. Steinhauser Jr., Randall L. Davidson and Michael R. Fleming, who have no other broadcast interests. Buyer is owned by publicly held Monsey Broadcasting Corp., George P. Mooney, president, who also owns WERC-AM-FM Birmingham, Ala.; WSBR(AM) Pensacola, Fla.; WNNK(AM) Nashville and WUNO(AM) San Juan, P.R. WBQG is on 92.1 mhz with 3 kw and antenna 300 feet above average terrain.

**Other station sales approved by FCC**

Last week include: KBHM(AM)-KJKR-FM Branson, Mo.
Commerce sees revenue, profit increases in area of 11% in 1977

Department says radio-TV sales were nearly $7 billion in 1976, will hit $7.7 billion this year

The Department of Commerce estimates that net revenues for radio and television reached $6.9 billion in 1976, up more than 18% over 1975, and projects that 1977 revenues will increase 11.4% to $7.7 billion. Pre-tax earnings for last year are estimated at $1.37 billion, up more than 50% over 1975 figures, and they are expected to increase 11% in 1977 to $1.5 billion.

In its U.S. Industrial Outlook 1977 report, the Commerce department approximates that television stations and networks had total net revenues of $4.9 billion, and radio stations and networks $2 billion in 1976 and expects increases to $5.5 billion for TV and $2.2 billion for radio in 1977. Television, representing nearly three-quarters of the 1976 total broadcasting figures, has pre-tax earnings of about $1.2 billion last year but is not expected to make much more this year due to rising operating costs. Radio broke its 1972 all-time earnings high of $1.34 million, Commerce reports, with an estimated $1.40 million and has prospects of a 7% increase in 1977 to about $1.50 million.

"The Olympics, the Bicentennial year and political events and advertising in a presidential year all provide strong stimuli to increased advertising expenditures" in television, the report says, noting total advertising expenditures in television reached a record high of about $6.4 billion and are expected to increase approximately 12% in 1977 to $7.1 billion.

The report notes that as the networks approached a sold-out position for advertising time and increased their rates, buyers that were unable to secure network time shifted to spot. With this, "the networks' share of total advertising expenditures for television is estimated to have declined from 46% in 1975 to 43.3% in 1976, while spot advertising is projected to have increased its share from 30.5% to 32%," the report says.

Commerce also reports that spot is expected to have about the same share of the total this year, with local advertising (27.4% in 1976) gaining a fraction of a percent at the expense of network. "Local advertising is expected to grow more rapidly than spot and network and to increase its share as more retailers gain experience with television and as techniques to reduce production costs, such as the use of miniature electronic cameras for in-store video recordings of commercials, are developed."

Television took about 18.4% of total advertising expenditures in all media in 1975 and is estimated to have accounted for 19.5% in 1976. The 1977 share is expected to be the same.

The report indicates that revenues from basic subscriber service to cable television reached about $775 million last year, an increase of 15% over 1975, and are expected to rise 14% to $880 million this year, noting that "growth of the cable television industry continues to be hampered by a shortage of capital on terms it can afford."

The report says about pay cable: "At the end of 1974 there were approximately 40,000 pay cable subscribers. By the end of 1975 their number had increased to an estimated 400,000. At the close of 1976 there were close to one million subscribers contributing about $100 million a year to the industry's gross revenues. The industry expects that 1977 will see close to one million new pay cable subscribers added to its rolls and they will furnish an additional $100 million a year to the industry's gross."

Total advertising expenditures on radio are estimated at $2.3 billion in 1976 and are expected to reach $2.6 billion in 1977. "Those FM broadcasters reporting separately to the FCC, although starting from a much lower base than their AM counterparts," the report says, "continued to experience a higher rate of growth in revenues. Revenues reached about $375 million in 1976, and are expected to increase at least 20% in 1977 to $450 million."

Expenditures on network radio in 1976 are estimated to have exceeded $90 million and are expected to approach $100 million in 1977, the report says, adding, "Radio in contrast to television is primarily a local advertising medium, with 75% of its revenues coming from local advertisers. National spot advertising placed on radio stations furnishes about 21% of their revenues, while network payments account for just under 4%.

Commerce says, "Advertising expenditures for radio time account for an estimated 7% of all advertising payments and are inching up each year."

The high price of NBC's deal with its women

Out-of-court settlement calls for back pay and training programs that could add up to as much as $2 million

Comments at a preliminary hearing in U.S. Magistrate Court in New York indicated last week that it's going to cost NBC up to $2 million to settle the discrimination suit filed by the NBC Women's Com-

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Dispute between labor and management

WBAI(FM) New York staff doesn't want format or personnel changed so it shuts down station

Dissension between management and staff over programming policy has shut down noncommercial WBAI(FM) New York, one of five Pacifica Foundation outlets. Staff members have promised to "occupy" the station until their grievances are resolved.

The long-developing confrontation came to a head Feb. 12 when management ordered the staff off the air at 2 p.m. Staff members refused and began filling and reading their demands and discussing their intention to unionize. Eventually members of the staff barricaded themselves in the station's transmitter room in the Empire State Building to keep the signal operating. But at 7 p.m. the power was cut off and the station was still off the air late last week.

The dispute centers on a decision made last fall by the station's board of directors that listener subscriptions, which have declined by about 50% in the last year to 17,000, had to be regenerated by "tightening up" the station's format. WBAI programming has been an "eclectic" combination of political debate, music of all types, audio documentaries and the like. The station is run by a paid staff of 20 with as many as 80 volunteers.

To effect the desired format changes, a new station manager, Anna Kosof, and program director, Yoruba Guzman, were hired last fall. Plans were developed to initiate in March a more competitive and professional format which would broaden the station's appeal, especially to Puerto Rican and other minority groups.

The staff is demanding that no changes in format or personnel be made without its approval, and it has expressed dissatisfaction with the proposed format and with Mr. Guzman personally. Management responded in a statement Feb. 15 that it would accept a union, and would deal with a separate "association" of volunteers. The statement also said that the station would be reopened "immediately" if "staff and volunteers are willing to give assurances that the station manager will be in complete control of access to property of WBAI, programming and use of the airwaves."

NATPE panel says EEO starts at the top

"It's difficult to measure good faith. We must have goals and timetables."

That was the opening observation of Patti Grace, minority employment specialist of the National Association of Broadcasters, at last week's 7:45 a.m. session on that subject at the National Association of Television Program Executives conference in Miami. Considering the hour, a large number of convention delegates assembled to hear a discussion that included Jim Long, of Storer Broadcasting, and Betty Hayter of WCAU-TV Philadelphia. The moderator was Joel Chaseman, president of the Post-Newsweek station group, which presented a film on the subject of minority employment made at various of that group's facilities.

Ms. Grace noted that "if affirmative ac-
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tion were voluntary, most people admit it wouldn’t happen.” Among the primary considerations in seeing that it does happen, she said, is to “reward managers for their affirmative action programs as in other areas.” Mr. Long added that the most important element in affirmative action is to have “the real power at the top” committed to it. “Show me an organization where there is a successful program and I will show you an organization where the chairman and the president have let it be known to the line managers that they mean business.”

Moreover, he said, that understanding must work its way down an organization “to the least of us.” If not, he said, it was doomed to failure because of the opposition of white males.

Ms. Hayter advised the delegates to “think about counseling, not only for women and minorities but for men.” And don’t sell generalized experience short, she said. “Skills are transferable.”

Mr. Chaseman noted that “the us of management is changing.” It used to be older white males as the “us” at the top while blacks and females were among the “them” of the lower ranks. When it’s both black and white and male and female at the top “everything changes,” he said.

### Media Briefs

**New from Arbitron.** Arbitron Television, New York, issued its “City Book 1976-77,” which shows composition of each 1976-77 Arbitron ADI (area of dominant influence) in terms of cities, towns, villages and places having more than 2,500 or more inhabitants, based on 1970 population census.

**BPA growth.** Broadcasters Promotion Association has hit 600-member mark, 16% increase in past year.

**Emergency dispensation.** National Association of Broadcasters has asked FCC to allow radio and television stations to rebroadcast emergency information transmitted over citizens and amateur radio service. NAB claimed change merely is relaxation of present restrictions and formal rulemaking process would be unnecessary.

**Plus two.** Baltimore and San Jose Calif., have been added to Arbitron’s radio list of markets surveyed in January/February. Other markets receiving Arbitron reports in January/February included are: Boston, Chicago, Cleveland, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Seattle/Everett-Tacoma and Washington.

**Policy draws opposition.** FCC’s “clarification” of its WESH-TV Daytona Beach, Fla., decision, which some communications attorneys hailed as being almost as helpful to broadcasters as protective renewal legislation they had been seeking (BROADCASTING, Jan. 10), is subject of petition for reconsideration filed by Citizens Communications Center, National Black Media Coalition and National Citizens Committee for Broadcasting. Groups say policy embodied in clarification undermines “efficacy” of comparative renewal process, commission’s multiple-ownership and minority-ownership policies, and its standards for integration of management and ownership. Petition is not expected to be granted, but it affords groups’ basis for appeal to court.

**Please stay.** Donald I. Baker, assistant attorney general for antitrust, has been asked by new Attorney General, Griffin Bell, to stay on in Justice Department under Carter administration.

**Written word.** ABC Inc. and CHC Corp., publishing company based in Los Angeles, said they had been holding discussions looking toward ABC’s acquisition of CHC but that “no agreement of any kind had been reached.” CHC publications include Los Angeles Magazine and American West. ABC owns group of farm publications, High Fidelity and Modern Photography and Word Inc., Inc., which produces inspirational and religious publications.

**History project.** Mississippi Broadcasters Association has commissioned Bob McRaney Sr., who retired as executive secretary at end of 1976, to compile and edit “The History of Radio in Mississippi.” Pictures, remembrances, news clippings and other background material are being solicited. RO Box 1396, West Point, Miss. 39773.

**Honors for 21.** National Broadcasters Hall of Fame, privately promoted museum to be opened in Freehold, N.J., in May (BROADCASTING, Jan. 10), has announced list of 21 personalities to be honored: Red Barber, George Burns, Bing Crosby, Arthur Godfrey, Bob Hope, Kay Kyser, William S. Paley, Kate Smith, Lowell Thomas and Harry Von Zell and (posthumously) Jack Benny, Milton Cross, Ted Husing, H.V. Kaltenborn, Guglielmo Marconi, Edward R. Murrow, David Sarnoff, Bill Stern, Paul Whiteman and Walter Winchell. Museum has no connection with National Association of Broadcasters, which announced its own first Hall of Fame winners last month (BROADCASTING, Jan. 31).

**Correction.** WSAVAM (Sanavannah, Ga.), has asked FCC for new call letters WKRX and not WWSV as reported in Jan. 24 issue. WSAV operates on 630 khz with 5 kw full time.

**Yelling its story.** WNEW-TV New York is investing between $1.5 million and $2 million in advertising-promotion campaign heralding station as “the choice,” different from network-owned TV outlets and one that sometimes outrates network promotions in the New York market placed by Ogilvy & Mather, New York, campaign makes use of WNEW-TV, 11 radio stations, eight newspapers, eight magazines and five trade publications.

**What to do first.** Corporation for Public Broadcasting has new publication available: “How to Start a Public Broadcasting Station.” Twenty-three page booklet introduces legal, technical and financial requirements, provides hints on planning, financial assistance, references and services.

**Defense advisory.** Pentagon’s Civil Defense Agency has told 2,000 stations on its national warning system to polish their plans of action in case of accidental missile attack. Directive was follow-up to U.S.-Soviet agreement to institute measures reducing risks of nuclear war. CDA suggested that local radio and TV outlets be used to direct public to safety and that local officials develop emergency warning plans for broadcast stations.

### A distant rumble grows much louder

NPR employees threaten to strike if demands for higher salaries, unionization and compulsory arbitration are not met

A strike by about 30 on-air and production employees looms as a strong possibility at National Public Radio, after little progress so far this month in contract negotiations between NPR and the American Federation of Television and Radio Artists. The employees, who voted to accept AFTRA representation last summer (BROADCASTING, July 5, 1976) are demanding higher salaries, a union shop and compulsory arbitration provisions. NPR management has offered a 15% raise on average, claiming that, as a nonprofit corporation, it cannot afford “the doubling of present salaries.” It also op-
poses the other two demands.
The employees, who earn between $9,600 and $23,000 per year, however, are seeking a total of about $140,000 above the 15% offer. Said one NPR staff member: "Fifteen percent of nothing is still nothing."

Unless management makes further concessions, the AFTRA board will be asked to authorize a strike.

NPR President Lee Frischknecht has claimed that the scope of the agreement sought by AFTRA wants "virtually all NPR programing to be AFTRA-produced," and said this runs counter to the system's decentralization ethic, with programs also coming from nonunion member stations and other sources.

According to an AFTRA negotiator, "We have attempted to custom tailor an agreement" to the needs of a publicly funded radio system, avoiding the format of contracts with commercial networks. Mr. Frischknecht, however, is far from satisfied with the AFTRA efforts. "We fail to see any custom tailoring," he said.

---

**PBS stations revamp board of directors**

Meeting in Atlanta, governing body approved $4.5 million budget ceiling; authorized plan for switch to satellite programing distribution

The member stations of the Public Broadcasting Service have ended their dual board structure and formed a single 52-person board of directors.

Through mail balloting earlier this year, the stations voted to create a new board comprised of 35 lay representatives, 15 station managers and the PBS president and vice chairman. The previous governing structure consisted of 25-member boards of governors (lay representatives) and managers, which held their last meeting this month in Atlanta during PBS's annual membership meeting and programing conference.

Among the boards' actions was to approve the $4,502,000 PBS budget ceiling recommended by the finance committee for fiscal 1978. It also authorized a five-year national programing plan to guide PBS in its conversion to satellite distribution. That responsibility was handed to the programing committee which was also directed to investigate incidence of "clipping" of underwriters' credits and unauthorized local fundraising interruptions during PBS national programs. The development/public information committee was asked to look into the practice by some stations of seeking local underwriting for television programs that have been received free.

An ad hoc committee was appointed to investigate the FCC policy which allows cable systems to import a distant PTV signal into a community with a local PTV outlet. Another board action authorized the PBS staff to represent licensees in copyright negotiations.

The new board is scheduled to hold its first meeting in June.

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**NAB is getting ready for a really big show**

TV and radio workshops are being scheduled and the speakers will include Wiley, Pastore, Sevareid

The National Association of Broadcasters has begun trimming its marquee with prominent names for the Washington convention, March 27-30. Among them:

- Richard Pastore, CBS
- William Proxmire (D-Wis.), former Senate Communications Subcommittee Chairman
- Kenneth Cox, Hogan & Hartson
- Senator Edward M. Kennedy (D-Mass.)
- John Pastore (D-R.I.), former Senate Communications Subcommittee Chairman
- Kenneth Cox

---

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Wiley, who will address a joint radio-TV luncheon Monday, and Communications Subcommittee chairman from both houses of Congress, Senator Ernest Hollings (D-S.C.) and Representative Lion Van Deerrin (D-Calif.)—and maybe House Speaker Thomas P O'Neill (D-Mass.), although his appearance has not been confirmed yet.

There are more: Five former FCC chairmen will participate in a panel addressing issues in the news titled, “If I were the commissioner ...” They are: E. William Henry, former FCC chairman; Robert Freidson, former FCC chairman; and Nancy Ludden, president of Media Matters, Inc., and Alice Hyde and Newton Minow. The session is to be moderated by Sol Taishoff, editor of Broadcasting.

The last is a session for TV managers and so is another, titled “TV’s golden age—yesterday, today or tomorrow?” which includes Fred Silverman, president of ABC Entertainment, Grant Tinker, president of MTM Enterprises Inc., and Nancy Dockry, vice president, programing, William Morris Agency. Moderator will be Allen Ludden, president of Allen Ludden Productions.

Among topics for the TV workshops are equal employment opportunity, TV violence, cable television, TV ratings, TV and communications groups, the new copyright law, advertising, the fourth network, labor relations and syndication.

And for radio: EEO, radio ratings, radio communications groups negotiations, computers, promotion, AM stereo (a preview), filling out the short license renewal form, unions, ASCAP audits.

The radio program also features workshops put together by the Radio Advertising Bureau on rate cards, rate selling, sales promotion and selling in small markets.

Paley passes some of the power to Backe

William S. Paley, chairman and chief executive officer of CBS Inc., has begun passing some of his duties as chief executive to John D. Backe, president and chief operating officer, Mr. Backe said last week.

At a meeting with security analysts, Mr. Backe was asked whether it was “fact or rumor” that Mr. Paley plans to step down as chief executive officer. When Mr. Backe was made president, Mr. Paley, who is 75, had said he intended to give up the CEO post after the annual meeting of CBS stockholders in April, but would continue as chairman (Broadcasting, Oct. 18, 1976).

“It’s rumor and fact that Bill Paley is going to step down,” Mr. Backe replied to the security analyst, “I have no reason to believe that he is not going to step down.

“Bill and I have a very, very good working relationship, and he has been continuously passing on CEO duties to me over the past couple of months. Who he’s going to give them to in the next three months I can’t say, but he is definitely planning to step down.”

Ratings companies get another gripe over discrepancies

KTVV(TV) Austin questions 30%-40% differences between Arbitron and Nielsen figures for that market

Another complaint of wide discrepancies between the November sweep measurement reports of A.C. Nielsen Co. and Arbitron Television came last week from Al Howard, executive vice president and general manager of KTVV(TV) Austin, Tex.

Mr. Howard said he had written to both rating services enumerating instances of contradictory findings and concluding: “There are many serious discrepancies between the two services in this book, but one trend seems to emerge. Channel 7 [KTXC-TV], the CBS affiliate, usually ends up with the same number of homes in both books. The big differences seem to show up in channel 24 [KVEU(TV), ABC affiliate] and channel 36 [KTV, NBC outlet]. I would like to know why this is. I would like to know why sometimes on one channel there are 30,000 or 40,000 more homes in one half-hour and then in another half-hour the reverse is true.

“There is, without a doubt, something wrong and I would like to know what.”

Mr. Howard’s complaint followed one in a similar but more detailed vein by Walter M. Windsor, general manager of WFTV(TV) Orlando, Fla. (Broadcasting, Feb. 7). Mr. Windsor said later that a Nielsen executive has made an appointment for Feb. 22 to present his company’s response to the complaint, and that Arbitron has been asked to send a representative.

Mr. Howard said in his letter that he didn’t intend to list “every time period where I feel there was serious inaccuracy,” but that a comparison of the two books will show “time and time again examples such as I am about to point out.” Among these:

In the 6:30-7 p.m. access period, Mr. Howard said, “ARB gives channel 36 [KTV] 15,000 homes and Nielsen gives us 19,000 homes. On the other hand channel 7 [KTXC-TV], the CBS affiliate, registers the same number of homes in both books and the difference for channel 24 [KVEU], the ABC affiliate, is slightly over 5% less in ARB than Nielsen.”

Mr. Howard said “the greatest discrepancies I have found” are in 3:30-5 p.m. early fringe, “where much business is generated for the station.” In this period, he said, “channel 7, the CBS affiliate, again has the same numbers in ARB and Nielsen 19,000 homes. Channel 24, the ABC affiliate, has 15,000 in ARB and 13,000 homes in Nielsen, and again channel 36 takes it on the chin in ARB with 9,000 homes. However, Nielsen sees fit to give our station 15,000 homes, taking us from a poor third to a strong number two.

In this time period one rating service would allow us to charge another 35-40% for our spots.”

Mr. Howard said he had examined Arbitron diaries for his market in Arbitron’s Beltsville, Md., facility, and “found one area that particularly disturbed me, and that was that the head of household [age] skews heavily 50-plus.

“In one county the average head of household age in the diaries was 60, in another county 65, and in still another county 62, and so on down the line. It is inconceivable to me that an accurate television pulse can be taken from people in that age group when the over-all average is so much younger. In the Austin ADI 37.2% of the heads of households are under 35 and 28% are 35-54. I realize that it is difficult to get the younger people to keep diaries, but I feel both rating services must come up with a solution to a problem such as this.”

Officials at the ratings services would not comment on the complaint until they had seen it.

Advertising’s effects on young to be studied

Georgetown University schedules seminars to discuss subject

Georgetown University Law Center in Washington will play host to a series of 11 evening seminars, beginning March 14, on “Selling to Children: Is there a Need for Public Intervention?” The sessions, partially funded by a $125,000 Ford Foundation grant, will examine the impact of advertising on TV and in other media.

Participants and invited audiences will be drawn from various industry and academic sectors, with the core audience coming from federal agencies and congressional committees. The seminars, scheduled at four-to six-week intervals, will run until late spring next year and be held at various Washington locations.

The opening seminar, dealing with children’s “special vulnerabilities” and the role of private and government organizations, will feature a panel including Thomas Swafford, National Association of Broadcasters’ senior vice president for public affairs.

Other sessions will examine the business perspectives of the child in the marketplace (April 18); advertisement through the eyes of children (May 17); audiences and economics (June 13 or 14); industry’s research; social science research; the role of the Federal Communications Commission; the role of the Federal Trade Commission; congressional responsibility, and policy alternatives for future planning. A meeting may be held to develop a policy statement.

Seminar planners anticipate that background papers and discussion summaries will be developed in book form, with edited audio and video recordings also made available. Participation in the seminars is by invitation only. Interested persons are asked to contact Professor Gerald
Colgate joins the antiviolence movement

Company wants its agencies to prescreen program material

The Colgate-Palmolive Co., one of TV's leading customers, last week joined the growing ranks of advertisers publicly disassociating themselves from violence in television programming (Broadcasting, Feb. 7, et seq.).

David R. Foster, chairman and chief executive officer, issued a three-point summary of Colgate's policy and operating procedure "for the guidance of television stations, television networks and the company’s advertising agencies."

The summary:

- "The Colgate-Palmolive Co. does not advertise its products in programs making gratuitous or excessive use of violence. This eliminates programs which include violence which is not necessary to the development of the program's characters or story line. It also eliminates those programs which, although some violence is an integral part of the story line, feature unnecessary violent details, brutality or suffering.
- "The Colgate-Palmolive Co. does not advertise its products in programs which it considers to be antisocial or in bad taste, or which could stimulate antisocial behavior through viewer imitation.
- "The Colgate-Palmolive Co. has charged its advertising agencies with the responsibility of prescreening any questionable program material and, if there is any doubt about a program's suitability, it is to be referred to Colgate for prescreening and decision."

Canadian broadcasters will try to help reduce alcoholism

But they don't agree with government plan to limit time and budgets for beer and wine commercials

Canadian broadcasters have agreed to participate in a program to reduce alcoholism suggested by Minister of Health Marc Lalonde, but have rejected parts of the program.

Last July the minister asked broadcasters to decrease considerably TV and radio advertising of beer and wine. At that time, he delivered five proposals: (1) to enlist the participation of broadcasters in efforts to reduce alcohol-related health problems. (2) To add a statement to beer, wine and liquor bottles, packages and advertisements concerning the potential health hazards of alcohol. (3) To modify liquor-advertising practices by eliminating so-called "life-style" messages, especially from beer commercials. (4) To restrict hours of broadcast advertising for beer, wine and hard cider to the latter part of the evening in order to reduce the over-all amount of alcohol advertising and to avoid times when children are presumed to be in the audience. (5) To limit budgets used for the promotion of alcohol.

The Canadian Association of Broadcasters now says it will participate in positive efforts to support the program, but it does not agree with all of the minister's proposals. The CAB said alcoholism is the problem, not broadcast commercials. "Our people are good citizens and they see that they can do more in the future in public service broadcasts, tackling the basis of the problem—the misuse of alcohol," it said.

In a response to Mr. Lalonde, the CAB suggested: "It would be better to have commercials that promote moderation in drinking than to try to create ones with health warnings in them—an impractical and ineffective exercise." The CAB contended that beer, wine and cider commercials appear not to affect alcohol consumption but merely promote one brand against another. It also argued that "restrictions on Canadian broadcast advertising would not achieve an apparently intended goal because crossborder U.S. commercials would continue."

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Broadcasting Feb 21 1977

69
To no avail. President Jimmy Carter spent $8.6 million on broadcast advertising during his 1976 presidential campaign, and his opponent, former President Gerald Ford, outspent him by more than a million dollars. Figures recently released by the Ford and Carter campaign committees show, state by state, how the two organizations allocated their broadcast advertising funds during the general election. Democratic figures represent funds actually spent, while the Republican figures indicate budgeted funds.

New York leads the states with a total Carter outlay of $75,563,997, more than $50,000 more than the Ford campaign spent there. Mr. Carter carried that state by 300,000 votes. In California, where Mr. Carter spent $150,000 more than Mr. Ford, the former President managed to carry the state by a relatively slim 100,000 votes.

The campaign committees are not required to present breakdowns according to individual state outlays, and the figures in the accompanying chart are estimates and not necessarily exact. Charlene Carle, vice president and media director of Rafshoon Advertising, Atlanta, which directed President Carter's campaign, expects her figures to be slightly high, but by no more than $50,000 or so. Barry Lafer, director of finance for Mr. Ford's Campaign '76, says his totals could go quite a bit higher. (D) or (R) beside a state name indicates which candidate carried it. The Republican figures for network expenditures and total broadcast are estimates based on figures supplied by Mr. Ford's campaign directors, John Deardoff and Douglas Bailey (BROADCASTING, Jan. 3):

<table>
<thead>
<tr>
<th>Democrats</th>
<th>Republicans</th>
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<tbody>
<tr>
<td>TV</td>
<td>TV</td>
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<tr>
<td>Radio</td>
<td>Radio</td>
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<tr>
<td>Ala. (D)</td>
<td>$65,183</td>
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<td></td>
<td>$22,808</td>
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<td></td>
<td>$46,100</td>
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<td>$12,200</td>
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<tr>
<td>Alaska (R)</td>
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<tr>
<td>Ariz. (R)</td>
<td>468</td>
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<tr>
<td>Ark. (D)</td>
<td>12,938</td>
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<tr>
<td>Calif. (R)</td>
<td>595,514</td>
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<tr>
<td>Colo. (R)</td>
<td>28,452</td>
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<tr>
<td>Conn. (R)</td>
<td>339,385</td>
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<tr>
<td>Del. (D)</td>
<td>—</td>
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<tr>
<td>D.C. (D)</td>
<td>78,150</td>
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<tr>
<td>Fla. (D)</td>
<td>292,319</td>
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<tr>
<td>Ga. (D)</td>
<td>9,928</td>
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<tr>
<td>Hawaii (D)</td>
<td>—</td>
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<tr>
<td>Idaho (R)</td>
<td>—</td>
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<tr>
<td>Ill. (D)</td>
<td>253,789</td>
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<tr>
<td>Ind. (R)</td>
<td>81,715</td>
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<tr>
<td>Iowa (R)</td>
<td>46,578</td>
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<tr>
<td>Kan. (R)</td>
<td>9,775</td>
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<tr>
<td>Ky. (D)</td>
<td>27,218</td>
</tr>
<tr>
<td>La. (D)</td>
<td>62,996</td>
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<tr>
<td>Me. (R)</td>
<td>15,804</td>
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<tr>
<td>Md. (D)</td>
<td>56,084</td>
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<tr>
<td>Mass. (D)</td>
<td>85,150</td>
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<tr>
<td>Mich. (R)</td>
<td>59,200</td>
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<tr>
<td>Minn. (D)</td>
<td>—</td>
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<tr>
<td>Miss. (D)</td>
<td>—</td>
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<tr>
<td>Mo. (D)</td>
<td>112,815</td>
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<tr>
<td>Mont. (R)</td>
<td>5,453</td>
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<tr>
<td>Neb. (R)</td>
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<tr>
<td>Nev. (R)</td>
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</tr>
</tbody>
</table>

| N.H. (R)    | TV           |
|             | Radio        |
| N.J. (R)    | —            |
| N.M. (R)    | $54,136      |
| N.Y. (D)    | $86,657      |
| N.C. (D)    | 77,122       |
| N.D. (D)    | —            |
| Ohio (D)    | 355,694      |
| Okla. (R)   | 37,123       |
| Ore. (R)    | 36,342       |
| Pa. (D)     | 403,104      |
| R.I. (D)    | 15,235       |
| S.C. (D)    | 47,055       |
| S.D. (R)    | 5,321        |
| Tenn. (D)   | 93,123       |
| Tex. (D)    | 390,973      |
| Utah (R)    | —            |
| Vt. (R)     | 6,150        |
| Va. (R)     | 58,175       |
| Wash. (R)   | 28,242       |
| W.Va. (D)   | 24,285       |
| Wis. (D)    | 81,052       |
| Wyo. (R)    | —            |
| Totals (by state) | 4,262,815 |
| Networks    | 3,729,337    |
| Total broadcast | 7,553,132 |

*Broadcasting estimates

**Spots TV up nearly a third last year**

It jumps 31% to $2.2 billion; daytime biggest category gain

Spot-television revenues increased 31% in 1976, reaching $2.2 billion from $1.7 billion the year before, before the Television Bureau of Advertising said last week on the basis of estimates compiled by Broadcast Advertisers Reports for 263 stations in 75 leading markets. TVB President Roger D. Rice said "this makes spot television the fastest-growing ad medium compared with newspapers, magazines, radio and even network and local television."

Daytime spot TV registered the biggest percentage gain, rising 42% to $1.511.5 million, according to TVB. Early evening was second with a 35% rise to $592.7 million, and late night was third with 34% to $447.0 million. Nighttime trailed with an 18% gain to $677.4 million.

In dollars, early evening had the biggest gain, $153 million, followed by daytime, up $151.6 million; late night, up $135.5 million, and nighttime, up $104.9 million. The 30-second commercial length became even more entrenched with a 36% increase that made it the vehicle for more than 80% of all spot dollars. The 60-second commercial represented 13% of the dollars and the 10-second message less than 3%.

**Mended ways** Fourteen challenges to national advertising, including seven on television and radio, were resolved during January by the National Advertising Division of the Council of Better Business Bureaus. Modified or discontinued were radio commercial for Abraham & Straus department store (back-to-school campaign) and TV commercials for American Home Products, Whitehall Laboratories Division (acetaminophen); Excel Mineral Co. (cat litter); Kal Kan Foods (dog food); M. W. Kasch Co. (Shrinky Dinks oven-baked play item); American Home Products (Easy-Off window cleaner) and Helene Curtis Industries (shampoo products).

**TV service** Leo Burnett U.S.A., Chicago, has formed television services division in its creative department. Garrett Bogue was named head of new division, which will review and supervise TV production by radio and television stations.
with emphasis on cost-control and production procedures.

Appointment. Edna DeCoursey Johnson, director of consumer services for Baltimore Urban League, has been appointed as public member of National Advertising Review Board. Author of books and articles on consumerism, Ms. Johnson is currently working on literacy project, helping selected group of adults learn to read by using marketplace as subject matter.

Their man in Boston. Knight Sales Inc., Boston, New England radio representative firm, has been named to represent Major Market Radio, New York, in that area. MMR recently opened branches in Dallas and Philadelphia and has representation in nine cities.

Dealing ACEs. Arbitron Radio has established small-market radio department to serve markets not regularly measured by Arbitron. In past year 275 small-market stations have bought Arbitron Radio ACE (Average Quarter-hour and Cumulative Estimates) Reports, customized market studies. Named to head new department, which is based in Beltsville, Md., are Penny Johnson, manager, Arbitron survey analysis, and Richard Glaspell, manager of client services.

FM listeners increase

CBS Radio reports that an analysis of recent research indicates that the nationwide FM share of the total radio audience is "progressively increasing throughout the day and in all significant dayparts."

CBS Radio cited the RADAR XIV Spring/Fall 1976 survey, which shows FM's share of the nationwide radio audience at 41.5% (Monday-through-Sunday, total day, average-quarter-hour, persons, 12 and over). The comparable FM share was 39.6% in the fall 1975/spring 1976 RADAR.

Robert Cole, vice president, CBS owned FM stations, said the FM share "is strongest, and continues to increase, in the evening hours, 7 p.m. to midnight, Monday-through-Sunday, where it reaches 49.6%, an increase from 46.7%." He noted that on Sunday evening, 7 p.m. to midnight, the FM share of the total radio audience is 53.7%.

M-G owned by employees

ASI Communications has sold McGavren-Guild-PGW Radio Inc., its national radio sales representative subsidiary, to M-G employees under an employee stock-ownership plan. McGavren-Guild will be owned by all employees, including Ralph Guild, president. Mr. Guild continues as chairman of ASI, which owns KFAC-AM-FM Los Angeles, KROY-AM-FM Sacramento, Calif., and KJTV-TV Bakersfield, Calif. Broadcast Marketing System, a nonwired radio network, will continue under the ASI umbrella.

**Equipment & Engineering**

**WARC: it appears 'basic interest' was protected**

Treaty is made for satellite signals to be beamed directly to homes; at present there will be no band assignments

The International Telecommunication Union’s WARC (World Administrative Radio Conference) ‘77 is over, with the delegates from 106 countries returning home from Geneva with the product of five weeks of heavy negotiations: a treaty providing for the employment of broadcast (direct to home) and fixed (conventional) domestic communications satellites in the 11.7-12.2 ghz band.

As for the technical aspects of the conference, the U.S., according to a State Department summary of the proceedings, emerged with its “basic interest” protected. Principally, that involves the agreement to permit direct satellites to share the 11.7-12.2 ghz band on an equal basis in Region II, which encompasses the Western Hemisphere.

The 4 mHz band, now used for domestic satellite service, is running out of slots. And the FCC has already approved the application of a domestic system in the 11.7-12.2 ghz band—that of SBS, a consortium of the Communications Satellite Corp., IBM and Aetna Life Insurance Co.

What’s more, officials count as a victory the avoidance of an “a priori” plan under which countries of Region II would be committed to specific assignments in a broadcast satellite system. The countries of Regions I (Europe and Africa) and III (Asia and the Pacific) agreed to such a plan, under which 947 television channels were parceled out among the countries (four or five in many cases; 55 in the case of the Peoples Republic of China) for the use of broadcast satellite systems.

FCC Commissioner Robert E. Lee, who headed the U.S. delegation to the conference, which ended on Feb. 13, said, “I think we came out OK. There is no (a priori) plan. That’s what we wanted.”

However, the avoidance may only be temporary. The U. S. was obliged to “accede,” as one observer put it, to a conference of Region II countries in 1982, at which a “detailed” plan, as the State Department phrased it, will be considered. The plan would be concerned primarily with broadcast satellites, but problems of avoiding interference with fixed satellites would also figure in the discussion.

The U.S., with the support of Canada and Brazil, argued for an evolutionary

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plan, which would develop as satellites were launched and placed in operation as needed. They opposed an a priori, or predetermined, plan on the ground that it would be unwise to lock in satellite assignments on the basis of technology that may be outmoded in five years. "In 1982, the technology will be different, and it may make more slots available," Commis-
sioner Lee said. "We won't be frozen into a system that might be out of date." Regions I and III, he said, "made a mistake."

Representatives of the less-developed countries of South and Central America, however, were fearful that, under an evolutionary plan, available slots would be gone by the time they were ready to launch their satellite systems. An a priori system would in effect hold spaces for them until they were ready to use them. That was the consider-
ation that impelled the nations of Regions I and III to adopt an a priori plan.

One other plus that the U.S. claimed from the conference was an agreement from Region I to afford South American space services the same protection from interference they would otherwise receive from Region I's broadcast satellites. Region I will use improved antennas to reduce the unwanted radiation. The State Department called the protection that will be provided "significant though imperfect."

The treaty must be ratified by the Senate. But officials said that the FCC is free even before the 1982 conference to approve the launching of "experimental" broadcast-satellite and fixed-satellite systems if they meet international technical standards and if procedures for notifying other countries are observed. Officials said U.S. requirements will be determined before the 1982 conference. They also said that the U.S. would seek to accommodate, in whatever plan is adopted, any systems that are launched in the next five years. Besides SBS, the U.S. and Canada are operating jointly a broad-
cast satellite, CTS, in the 11.7-12.2 ghz band, and Canada plans to place at least one broadcast satellite system in orbit in the band in the next few years.

For all its concern with broadcast satellites, the conference does not change U.S. policy on the subject. The 11.7-12.2 ghz band had already been allocated for broadcast satellites, but members of the U.S. delegation indicated they did not foresee any policy change that would provide for their use in this country, at least on a commercial basis.

Commissioner Lee said he assumes the first applications for direct satellite systems will come from the government—perhaps the Department of Health, Education & Welfare, in connection with efforts to advance an educational or health-care plan. He indicated such national systems would have little trouble winning FCC approval if they met technical standards.

But a commercial system, he made clear, would be another matter. The public interest standard of the Communications Act would be applied, he said, and a host of "policy questions" including those dealing with the fate of local stations, would have to be resolved. "It will," he said, "create a lot of time.

One broadcast industry observer who followed developments at the Geneva confer-
ence at close hand suggested that the fate of the present system—of local news, local weather and other local programing—
is in the hands of the broadcasters. "As soon as the good satellites and the local services, we'll have this system," he said. "It de-
pends on the service we provide, and the demand for the service."

The countries of Regions I and II present another story. They were interested only in the direct service of broadcast satellites because they do not have locally based broadcast systems.

AM stereo demonstrated at Washington hi-fi show

WMAL(AM) Washington demonstrated AM stereo at the Washington Hi-Fi Stereo Show in what J. B. McPherson, chief engineer of WMAL, believes is the first public display of AM stereo.

The system was built by Mr. McPherson and Assistant Chief Engineer Don Culp for the demonstration to spark public in-
terest in the concept. The small-scale model consisted of a miniature transmitter located in the exhibit suite, transmitting an AM stereo signal to a standard compo-
nent receiver with an AM stereo adapter.

People attending the exhibit were asked to comment on what they heard, and more than 1,500 favorable comments were sub-
mittted. Mr. McPherson said that the sta-
tion plans to advise the FCC of the public's comments of the display. AM stereo systems are presently under study by the National AM Stereophonic Radio Committee which will report to the FCC soon.

WCBV-TV wants permission from FCC for ENG cueing via aural subcarriers

Having completed "exhaustive testing," Boston Broadcasters Inc., licensee of WCBV-TV there, is convinced that television stations can use subcarriers on their aural transmitters to cue and coordinate electronic newsgathering crews in the field without causing interference to other serv-
ices.

With special authority from the FCC, WCBV-TV experimented with the subcarrier use during the last year. Now, it has asked the commission to change its rules to per-
it the transmissions across the board. In general, broadcasters presently communi-
cate with their ENG crews via remote pickups or auxiliary broadcast frequencies.

WCBV-TV recommended that the FCC assign the subcarrier frequency of 67 khz for ENG purposes. "No degradation whatever of the WCBV-TV visual or aural performance was noted during the course of the testing" at that frequency, the sta-
tion maintained. The technical studies submitted with the rulemaking proposal also claim that equipment to operate the subcarrier on 67 khz is readily available. BBI explained that the necessary equip-
ment is currently used with subsidiary communications authorization operations in FM service, and can easily be adapted for TV aural transmitters.

ABC, which has also had the go-ahead from the commission for similar experi-
ments at its WABC-TV New York, plans to support BBI's request to allow such sub-
carrier use.

Biggest ENG customer. NBC-TV became Sony Corp.'s largest buyer of electronic newsgathering equipment by purchasing $1.3 million worth of U-matic VTR and editing equipment.

Acquisition. Fred Kornberg, president of Comtech Laboratories Inc., announced acquisition of R.F. Systems Inc., manufac-
turer of antennas for satellite and tropospheric scatter communications. R.F. Systems will operate as wholly owned sub-

diciary, retaining original name, but will relocate in Orlando, Fla. Al K. Fowler will continue as president of R.F. Systems.

Preview. Research Technology Inc. of Skokie, Ill., has introduced Pulsar-IC 16mm automatic film inspection machine with built-in previewer, which shows both image and sound. Previewer is designed to show scratches at 400 feet per minute; longitudinal scratches and "rain" are visi-
tible at top viewing speed. Screen is 8 inches-by-5 inches.

Monitoring. Gorman-Redlich Manufacturing Co. Athens, Ohio, has new digital AM antenna monitor for stations that have

Who’s to blame. Bishop Clarence Memorial hospital in Omaha has been ex-
periencing problems with its electronic patient monitoring equip-
ment. It has also noticed interference with its safety groundcheck routine, the reception of radio signals in ultrasonic monitoring devices and electrocar-
diographic (EGK) machines, erroneous readings on current testers and other prob-
lems. And it blamed the interfer-
ence problems on K1000 FM Omaha. In fact, the hospital filed an informal objec-
tion against the station's, renewal ap-
plication. The FCC last week rejected the objection and renewed the applica-
tion, but only because it felt the record did not indicate that K1000 FM was to blame. It said it did not intend to appear in-
different to the seriousness of the mat-
ter, and would do whatever was neces-
sary to alleviate the hazard. Thus, it said, if any evidence was developed indicat-
ing that K1000 FM was to blame, the com-
mission should be notified so that it could take appropriate action.
transmitter attended during hours of directional antenna operation. Monitor is 19-inch rack panel, three-and-half inches high, six-inches deep with power consumption of six watts. Weighing seven pounds, monitor can be mounted in console and has LED display with continuous display of phase sign.

Sony-Thomson deal. Sony Corp. has signed three-part contract with Thomson-CSP, French electronics conglomerate, for manufacture and distribution of broadcasting video recorders and cameras. Agreement calls for Thomson to distribute under its label Sony’s one-inch helical video tape recorder in countries using SECAM and PAL color systems, and to distribute in those countries Sony’s three-quarter inch U-matic VTR. In addition, Sony will manufacture in Japan Thomson-developed Microcam portable camera. Thomson is company chosen by Russians to supply broadcast equipment for 1980 Olympic games in Moscow.

Moving. Papework Systems Inc.’s new address is 1609 Broadway, Bellingham, Wash. 98225. PSI has new version of its BAT 1500 system that now includes two cartridge disk storage units, designed to provide up to three times speed as old model in certain operations. Package is same physical size, and price is almost equal.

CBS dashes PBS hopes to carry Carter's radio call-in show live

Public and commercial TV stations can broadcast it on delay, however

President Carter’s call-in show that CBS Radio will broadcast live on March 5 (BROADCASTING, Feb. 14) will also be seen on the nation’s public television stations—but not live. The White House had agreed to the Public Broadcasting Service’s live television coverage, but CBS didn’t. As a result, PBS will present a video tape of the 2-4 p.m. call-in show beginning at 5 p.m.

PBS had requested permission to televise the program live in connection with a number of suggestions it made to the White House for opening “channels of communication with the American people.” The suggestions were contained in a telegram signed by Lawrence K. Grossman—president of PBS, and Ward B. Chamberlin Jr., president of WETA-TV Washington.

PBS officials last week said that late on the afternoon of Feb. 11, Barry Jagoda, special assistant to the President for media and public affairs, had called to say it was “OK” to do the proposed live telecast of the call-in show in progress.

There may have been a misunderstanding, Mr. Jagoda said last week. “I never said it was OK to do it live.” He said he told PBS the event would be available for broadcast by others on radio and TV after it played on CBS Radio.

In any case, Mr. Grossman checked with Richard Salant, president of CBS News, he found there were objections.

However, CBS will make the program available for television. A CBS camera will feed live pictures of the program to AT&T’s Washington office, from which any broadcaster may tape them—so long as the material is held for release until the radio program is completed, and CBS is credited. CBS is also making an audio feed available for radio on the same basis.

And PBS has decided to tape the program for transmission one hour after the program ends, according to Gerry Sliker, executive vice president of WETA-TV—which does all of the Washington pick-ups for public broadcasting.

CBS News Senior Vice President Bill Small explained the CBS decision on the ground that the program—which will feature Walter Cronkite along with President Carter—will be a CBS radio network production. And CBS, he said, does not produce programs for other networks.

PBS officials, who early in the week through the network would have a live camera in the Oval Office on March 5, were disappointed. But they tried to put the best face on things. “This way we can get the pictures, and put them on for the second time around,” said one official.

Mr. Grossman had no fault to find with CBS. He termed CBS’s attitude “cooperative,” and dismissed the incident as “no big deal.” “If this were a real issue,” he

Meanwhile, PBS’s offer to provide President Carter with a vehicle for communicating with the public via television stands. Some of the ideas PBS has in mind are—as Mr. Small suggested they might be—fairly sophisticated. One involves the use of a split screen, in which the President would be seen in one half, a citizen with a question in the other.

“We are confident that a variety of program formats could be designed that would, simultaneously, help to open direct communications between you and the American people and also contribute to our goal of serving the people with independent broadcast journalism,” Messrs. Grossman and Chamberlin said in their telegram.

The telegram is said to have angered some public television station managers, who saw it as an unbecoming effort to curry favor with the administration. A PBS spokesman said it was nothing of the kind. He said the offer was made in response to the President’s stated desire to communicate with the public. “No President ever said he’d like to do something like that,” the spokesman said.

Row grows over journalist’s fee

Writer-commentator Kinsolving expelled from Washington group

In action that puts NBC’s Valeriani and CBS’s Kaib on opposite sides

Lester Kinsolving, Episcopalian priest-journalist who writes a column appearing in 100 newspapers and does commentary for four AM and FM stations (WAVA-AM, WMF Arlington, Va., WBRK [AM] Buffalo, and WRNL [AM] Richmond, Va.) is at the center of controversy in which two network correspondents are on opposite sides.

At issue is the decision of the Department of State Correspondents Association to expel Mr. Kinsolving for having accepted about $2,500 worth of stock from the South African government for speaking on its behalf at a number of stockholders meetings in the U.S. over a two-year period ending last May.

Although there are 350 members in the association, the vote to expel Mr. Kinsolving—who usually wears a clerical collar in covering the State Department and the White House and who has been described in the press as “brashly unorthodox”—was only 9-to-7.

A leading figure in pressing for expulsion was Richard Valeriani, of NBC, president of the association. Mr. Kinsolving last week said that Mr. Valeriani, who was traveling with Secretary of State Cyrus Vance
applied. "So many people in the association are technically in violation," he said. "Why take it out on one person?" He said it was "not fair or judicious decision."

The rule in question says members are not permitted to take money from a government. Yet, Mr. Kalb noted, the Tass correspondent earns his entire income from the Soviet government, while a number of members have taken fees from the U.S. Information Agency and the BBC.

Mr. Kalb said he understood the association is in the process of revising the guidelines as a result of the Kinsolving affair. However, he said that's "putting the cart before the horse."

"We should change the guidelines and then apply them to everyone." The expulsion from the correspondents' association does not restrict Mr. Kinsolving from covering the State Department. But Mr. Kinsolving may lose his accreditation to the Senate and House press galleries, and that would hamper his coverage of Congress.

The Standing Committee of Correspondents, which controls membership in the two galleries, has voted, 4-to-0, to withhold new credentials for Mr. Kinsolving while it considers charges he violated gallery rules in accepting South African government money. Mr. Kinsolving's present credentials are valid until Feb. 28.

Mr. Kalb, a double standard is being

Yangui, si. CBS News Correspondent Bill Moyers (i) interviews Cuban Premier Fidel Castro for a CBS Reports story on the Bay of Pigs. Having been informed of a statement by U.S. Secretary of State Cyrus Vance that the U.S. may be ready to improve relations with Cuba, the premier turned the interview into a two-hour conversation on the history of the troubled relations between Cuba and the U.S. and prospects for detente. A segment of that conversation was broadcast on the CBS Evening News With Walter Cronkite on Feb. 9.

in the Middle East, "apologized" to his attorney for having failed to notify Mr. Kinsolving of the meeting at which he was expelled.

One of the opponents of the expulsion move was Marvin Kalb, of CBS, a former president of the association. He felt strongly enough to resign from the association in protest.

To Mr. Kalb, a double standard is being

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Carter check-up. NBC Radio Network is presenting two series dealing with new administration. Tom Poston, NBC news correspondent, and Douglas Kiker, chief political correspondent, anchor series from Washington dealing with President Carter's first 100 days in office, which began Feb. 7 at 12:30 p.m. Three-minute programs replaced Viewpoint: East/West, with Mr. Pettit and Jack Perkins. NBC's second program dealt with major problems facing Carter administration and was included within Newsl ine broadcasts at 10:30 a.m. They ran two-three minutes, starting Feb. 7, for three weeks, with Don Doak as host.

CBS wants to be number one again, sets 1978 as target

Schneider and Backe want TV network back on top in a year, are pleased with 1976 finances, think TV still offers an ad value, call CBS Radio profitable and stable

CBS-TV, out of first place in prime time this season for the first time in two decades, has set "the early part of 1978" as its target time for regaining the leadership, John A. Schneider, president of the CBS/Broadcast Group, said last week.

"We will not be in first place this year and will not be in first place, very probably, in the fall," he said in response to questions at a CBS meeting with security analysts in New York last Tuesday. "The momentum of ABC is such that they will be hard to catch in September. I do believe we have a chance of regaining first place in the early part of 1978. That's our goal. We are planning for it."

Mr. Schneider, pushed to explain CBS's "problem" in prime time this year, said first that "the problem in prime time is that more people are looking at ABC than at CBS."

Then he said that "a lot" of CBS programs had "laid it on the line," but that "we didn't have the horses in program development," but that "we've got our management act together and I think you'll be seeing the results very shortly."

John D. Backe, president of CBS Inc., who presided over the wide-ranging session but let the CBS operating group handle field questions about their areas, observed at one point that "we didn't have enough inventory when we needed it. We're filling up the pipeline again and it will be full by summer or early fall."

In his prepared remarks Mr. Backe also reported that CBS-TV "significantly broadened its program development efforts in 1976, generating the largest pilot production schedule we have had and spanning, creatively, a very broad spectrum of program types. In 1977 we will maintain our heavy emphasis on this crucial area."

Both Mr. Backe and Mr. Schneider stressed that, despite CBS's loss of the prime-time lead, its leadership in most other day-parts has kept it the most-watched network on a total-day basis.

Mr. Backe noted that CBS set new sales and income records in 1976 with all four operating groups also setting new records and with the CBS/Broadcast Group leading the way with a 25% increase in income on a 20% rise in sales (Broadcasting, Feb. 14).

The CBS economics and research department anticipates a 12% increase in
network revenues generally in 1977 and 15% rises in both national spot and local, Mr. Backe said, adding that "the outlook for 1978 is also for good growth in all three areas." Mr. Schneider said the CBS-TV network expects to exceed by "a point or two" the 12% rise projected for networks generally in 1977.

He was questioned about what CBS-TV might do to protect its profit margin if revenues advanced by only 10%. There are several options for reducing costs, Mr. Schneider said, including a reduction in the number of specials and—though he said later it would be "silly" to do this—a cutback in program development. In any case, he said, if revenues are running below expectations as the year gets older, "you cut the cloth to fit the sails."

"If things are bad," he said at another point, "you can ask the affiliates to share your burden—but it's not bloody likely they'll accept it." Mr. Schneider said in answer to another question that CBS has no present plan to increase commercial time or introduce shorter commercial units and in fact has had "no appreciable serious discussions" of changing the present commercial structure. Advertisers, he added, "seem to be speaking out of both sides of their mouths" when they complain about "clutter" and yet want more commercial time.

He said he believed the CBS Radio network has more revenues than any other radio network. Its news-and-information network is "profitable and very stable," he said, and its drama network is profitable to the extent of "several hundred thousand dollars pre-tax." The CBS-owned AM stations, all but one of which are all-news, are profitable, he said, and the CBS-owned FM stations moved into the black, as a group, in 1976.

Asked about the FCC's pending network investigation, Mr. Schneider said that "we don't see it as a clear and present danger to any of our businesses." CBS, he said, will cooperate as fully as it is asked to do.

He expected CBS-owned TV station revenues in 1977's first quarter to be substantially higher than in the first quarter last year even though, he said, many retailers "bailed out" during the extremely bad weather of the first few weeks.

CBS's capital spending in 1976, Mr. Backe said, rose to $46 million from $32.3 million the year before, primarily because of "a major expansion of CBS Television City, which is our video tape production facility in Los Angeles," and "various Records Group projects." For this year, he said, another increase is expected, much of it in broadcast equipment.

**Record year for Storer**

Storer Broadcasting, Miami Beach, announced record earnings from continuing operations for the fiscal year ended Dec. 31, 1976, that totaled $14,729,000, up 96.6% over 1975's $7,491,000.

Net income was $22,588,000 ($3.80 per share), up 72% over 1975 earnings of $13,113,000 ($2.11 per share) and net revenues were $127,348,000, up 25.9%. Broadcast-station revenues amounted to $108,924,000, 85.5% of the net revenues, and cable operations contributed $14,395,000, 11.3%.

Profit from broadcast station operations was $26,371,000, 86% of the company's total profit of $30,655,000. Cable profits were $2,900,000, 9.4% of the total 1976 profit.

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**Finance Briefs**

**Random talk.** RCA and Times Mirror Co., publisher and broadcaster, reported they were negotiating for possible acquisition of RCA's Random House publishing division by Times Mirror, already major publisher of books as well as Los Angeles Times, Dallas Times Herald and other newspapers and owner of KDFW-TV Dallas and KTBC-TV Austin, Tex.

**Gain at Times.** New York Times Co.'s broadcasting stations (WREG-TV Memphis, WOXR-AM-FM New York) had 1976 pretax earnings of $2,870,000, up 48% from 1975, on revenues of $8,782,000, up 19%. Company as whole reported $22,327,000 in net income, gain of 75%, on $445,685,000 in revenues, up 14% with income from continuing operations at $19,403,000, gain of 55%.

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Playlist Feb 21

Over-all rank Last week This week
Title (length) Artist--label
Rank by day parts 5--10 -- 3--7 7s-10s 3p 7p 12p

Contemporary

1 1 Torn Between Two Lovers (3:40) Mary MacGregor--Arista America/Capitol
1 1 1 1
2 2 New Kid in Town (5:02) Eagles--Asylum
3 2 2 2
4 2 Blinded by the Light (3:48) Manfred Mann--Warner Bros.
2 3 3 3
12 4 Enjoy Yourself (3:24) Jackson--Epic
4 8 4 4
3 5 Hot Line (2:59) Sylvers--Capitol
4 5 5 7
8 6 Year of the Cat (4:32) Al Stewart--Warner
5 6 8 8
9 7 Love Theme From "A Star Is Born" (Evergreen) (3:30) Barbra Streisand--Columbia
14 8 Night Moves (3:20) Bob Seger--Capitol
6 10 9 11
5 9 Carwash (3:18) Rose Royce--MCA
12 7 6 6
10 10 Fly Like an Eagle (3:00) Steve Miller Band--Capitol
9 11 10 9
7 11 Weekend in New England (3:36) Harry Nilsson--Arista
11 8 12 8
17 12 I Like Dreamin' (3:29) Kenny Nolan--20th Century
10 13 11 15
6 13 I Wish (4:12) Stevie Wonder--Tamla/Motown
12 12 14 16
18 14 Dancing Queen (3:50) Abba--Atlantic
14 16 15 12
19 15 Go Your Own Way (3:34) Fleetwood Mac--Warner Bros.
15 15 13 13
11 16 You Make Me Feel Like Dancing (2:48) Leo Sayer--Warner Bros.
17 14 17 16
15 17 Da Ya Think I'm Sexy (3:17) Nick Kamen--Virgin
16 17 14 19
22 18 Don't Leave Me This Way (3:35) Thelma Houston--Tamla/Motown
18 18 20 20
23 19 Things We Do for Love (3:32) 10 cc--Mercury
21 20 18 17
26 20 Carry On, Wayward Son (3:26) Kansas--Kushner/Epic
23 23 19 18
16 21 Lost Without Your Love (2:58) Bred--Elektra
22 19 21 21
24 22 Rich Girl (2:23) Hall & Oates--RCA
19 20 22 23
13 23 Walk This Way (3:31) Aerosmith--Columbia
24 23 22 24
29 24 Don't Stop (3:30) David Soul--Private Stock
21 24 25 25
30 25 Long Time (3:03) Boston--Epic
28 24 24 22
31 26 Maybe I'm Amazed (3:13) Wings--Capitol
25 27 26 27
25 27 Isn't She Lovely (3:33) Stevie Wonder--Tamla/Motown
30 25 27 28
36 28 Do Ya (3:45) Electric Light Orchestra--United Artists
26 28 26 28
32 29 Boogie Child (3:30) Bee Gees--RSO/Polydor
40 29 26 29
31 30 After the Lovin' (3:50) Engelbert Humperdinck--Epic
27 26 33 38
33 31 Cracker Box Palace (3:52) George Harrison--Dark Horse/Warner Bros.
31 33 30 30
27 32 Hard Luck Woman (3:29) Kids--Casablanca
39 31 31 26
28 33 Tonight's the Night (3:55) Rod Stewart--Warner Bros.
32 36 32 35
35 34 The First Cut Is the Deepest (3:19) Rod Stewart--Warner Bros.
35 32 34 32
40 35 Bite Your Lip (Get Up and Dance) (3:37) Elton John--Rocket/MCA
36 34 36 34
37 36 Jeans On (2:26) David Dundas--Crysalis
33 38 35 40
37 36 Say You'll Stay Until Tomorrow (3:30) Tom Jones--Epic
34 37 37 37
38 38 You Don't Have to Be a Star (3:40) Marilyn McCoo & Billy Davis Jr.--ABC
38 39 38 38
39 39 Stand Tall (3:20) Burton Cummings--Portrait/CBS
* 35 * 33
- 40 At Midnight (My Love Will Lift You Up) (2:55) Rufus featuring Chaka Khan--ABC
37 * 39 *
NCTA board approves $1-million budget

Amount is increase over last year so that special research projects on Communications Act and Bell bill can be undertaken

A $1,630,000 budget for 1977-78 was approved last week by the National Cable Television Association’s executive board which met in Port St. Lucie, Fla. (Broadcasting, Feb. 14), to consider a number of items in advance of its annual convention April 17-20 in Chicago.

The budget, which now must be approved by the members at the convention, was offered in a balanced version of about $1.5 million and one with about $150,000 worth of extras. Most of this additional money was OK’d and was allocated for various special outside research projects. NCTA may want to undertake on issues including the Communications Act rewrite and the Bell bill. That $1.63 million figure is up from the 1976-77 budget of $1,505,490. The board also approved a $10,000 start-up grant for the new minority cable group, the American Association of Cable TV Operators (Broadcasting, Dec. 20, 1976).

New board officers elected are: Daniel Aaron, Comcast, chairman; Robert Hughes, CPI, vice chairman, Edward Allen, Western Communications, secretary, and John Malone, Tele-Communications Inc., treasurer.

By-law changes agreed upon by the board and now up for member approval include:

- A change in the dues structure for systems in the 30,000-175,000 subscriber range that would lower the rates. It was felt that this group of systems was paying a disproportionate share. It is hoped the change will attract more systems in this range which had not joined because of the present dues structure. Systems with more than 175,000 subscribers will pay an increased amount.

- Changing dues for associate members (mostly equipment firms) from a flat $500 fee to a sliding scale ranging from $250 and up depending on the companies’ sales.

- Allowing the chairman to run for a second consecutive term.

The board also gave its approval to NCTA’s filing opposition to the Bell bill and discussed NCTA positions to be presented at the convention on the Communications Act rewrite and government loans to rural cable systems.

Too much tax

The FCC has denied the New York State Commission on Cable Television reconsideration of a 1976 ruling that found part of a state law authorizing the CCT to collect a fee from cable systems inconsistent with FCC rules.

The commission ruled that when the state fee, combined with local franchise fees, exceeded the commission’s limit on local franchise fees, which is 3% (although the FCC will in some cases allow up to 5%), it is illegal.

The CCT had contended that since some grandfathered systems were paying franchise fees in excess of the limit, which was set in 1972, it should be allowed to impose its fees on those grandfathered systems. CCT said such systems weren’t yet under the FCC’s fee jurisdiction.

The grandfathered systems will have to come into compliance by the end of March with the fee limit, the FCC noted.

A finding against cable deregulation

Study for OTP maintains there’s no basis as yet for such action, sees CATV as affecting TV’s hold

Six economists retained by the Office of Telecommunications Policy have produced a report summarizing the extent of knowledge on the likely effect on broad- casting of deregulating cable television. Their bottom line: Existing knowledge is insufficient to support a decision to deregulate.

But the authors—S. M. Besen, B. M. Mitchell, R. G. Noli, B. M. Owen, R. E. Park, and J. N. Rosse, all of Stanford University—do reach some conclusions on the basis of existing information. Among them: Cable television is not likely to drive conventional television out of business in the foreseeable future. But it does threaten television’s “monopolistic position,” and more competition would result in a drop in television’s profits and, consequently, the value of television licenses.

The study was commissioned in response to a request by Paul MacAvoy, co-chairman of the White House committee on regulatory reform under President Ford, who urged academics and other specialists to fill what he said was a gap in knowing what the deregulations’ effects are.

Ethnic waivers granted for WGRP-TV carriage

WGRP-TV Detroit, the only black-owned and operated television station in the continental U.S., will be getting increased exposure in several Michigan and Ohio communities.

The FCC has granted the requests of two cable system operators—Gerity Broadcasting Co., Adrian, Mich., and Buckeye Cablevision, Toledo, Ohio—to add WGRP-TV ethnic programming, although both already carry the maximum number of independent stations permitted by commission rules. The commission, however, limited carriage to specific ethnic programs, rather than allowing use of the station’s full schedule.

Cable inroads are deep in Canada

Although there’s no pay yet, penetration is about to hit the 50% mark; two officials of the CCTA talk how CATV life differs with our neighbors to the north

Except for such domestically oriented issues as deletion of commercials from U.S. TV signals by Canadian cable systems, CATV development in the neighboring country goes largely unnoticed here. But the fact is, cable in Canada is about to tip the balance: It’s expected to penetrate...
more than 50% of television households.

In a visit to Washington, Philip Lind and Michael Hind-Smith, chairman and president, respectively, of the Canadian Cable Television Association, talked about the status of the cable industry there and where it's headed in the near future.

According to Mr. Hind-Smith, as of Jan. 1, cable TV served in excess of three million subscriber homes. That is just under 50% of the total homes in the country (cable has about 15% penetration here) and CCTA expects it to top the 50% mark soon. In fact, the association's theme for its annual convention this year is "The New Majority."

The average subscriber cost in Canada is $6 per month. Converters are available either from the cable system for an extra $3 per month or can be purchased at department stores for a one-time fee of around $100.

Those three-million-plus subscribers are served by about 400 cable systems. Of those, around 300 are members of CCTA but serve 98.5% of all cable homes.

Pay cable in Canada does not yet exist, but last June the Minister of Communications, Jeanne Sauve, said pay was inevitable and the chairman of the Canadian Radio-Television and Telecommunications Commission has called for hearings in May. In anticipation of pay cable, a number of cable people have formed a company called Pay Television Network Ltd. According to Mr. Lind, one of the members, the model pay system devised by PTN to be presented at the hearing, "suggests that with a 20%-30% degree of penetration we can create a minimum of $80 million into a Canadian programing production pool over a five-year period. We could use that to create programing that would be marketable both in our country and abroad." Most broadcasters, said Mr. Lind, seem opposed to the idea.

Mr. Hind-Smith agrees: "In Canada, as in the U.S., there have been some unreasoning fears about the impact of cable. We've tried hard to say that our objectives and commitments to the broadcasting system of the country are not greatly different from those of the broadcasters."

Both sides realize that there are issues and goals common to CCTA and the Canadian Association of Broadcasters. The two groups are setting up regularly scheduled joint meetings with both staff and senior executives. Mr. Hind-Smith said: "We've tried very hard to seek reconciliation with the broadcast industry and the broadcasting association. I think we've established good relations."

One item of joint concern was the controversial practice of Canadian cable systems' deleting commercials from programs they import from American stations. This caused a great deal of outrage from U.S. broadcasters and is no longer allowed. Instead, the government has two alternatives to try and repatriate the estimated $20 million spent by Canadian firms on advertising on U.S. stations. The first was Bill C-58, a new law that allows a tax deduction for advertising on Canadian stations, but denies deductions for ads in U.S. media. This is combined with the second plan, known as simultaneous program substitution, about which CCTA is enthusiastic. This is how it works: If at the same time an American station is broadcasting the same U.S. program that has been licensed in Canada, the cable system must honor a request by the Canadian station to substitute the local for the distant version. "It has been phenomenally successful in terms of repatriating local audience," said Mr. Lind. "On a major American program in Toronto, such as Kolpak, we can return to the local station between two million and three million viewers," he said.

Last fall in Toronto, added Mr. Hind-Smith, "65 hours of programing were simultaneously substituted at the request of broadcasters. The average increase of the local television audience was 85% in daytime and 65% in nighttime. The assumption is that with the increased audience, the broadcaster will be able to charge more to advertisers and ultimately, he'll be able to spend more on Canadian resources."

"Deletion is a nonissue," said Mr. Hind-Smith. "We think it's the least effective and the clumsiest way of achieving the objective. We welcome the fact that the government now agrees. The other two methods that are in place and working should be given an extended opportunity to prove out." Commercial deletion was, he added, "a CRTA policy not sanctioned by law" and, he added, "an unnecessary irritant in good relationships between the two countries."

Cable operators in Canada and the U.S. have some similar worries. One of the most important actions coming up in Canada, according to the CCTA, is a governmental "sorting out" of the policy-making and regulatory process shared by the CRTA and the Department of Communications. This is somewhat comparable to the Communications Act rewrite here. "Prior to this," said Mr. Lind, "both regulatory and policy matters had been the responsibility of the CRTA. The Minister of Communications would like to have a lot of impact on the regulatory side, while the interpretation side she sees for the CRTA."

There has to be a decision made, said Mr. Hind-Smith, as to what is the broadcast policy and what kind of impact the government has directly in forming policy. It thereby tends to limit the role of what was an independent regulating authority but with policy-making functions." There is expected to be new legislation in the next two months.

Another of the initiatives of the Minister has been to attempt to settle the federal/provincial government rate-jurisdiction battle. According to Mr. Lind, the minister is supporting provincial control. Cable does not. "We are, as an industry, four-
The merger allowing Garden snack worked doing a feasible." dent are of Corp. Cox said HBO Net gain were rescheduled when including an plant of the merger. Both companies postponed groups." commonly will it for next month and said. Cox Broadcasting remaining sell 56.1%. "It its shares were taken file by FCC standards. Appeal contends action, for rulemaking revising commis- rules on cable's carriage were, appealing FCC decision to conforming rules that were, had in- vestigating in- cluded in the merger. Both companies postponed their shareholder meetings that had been scheduled for next month to consider the proposal and said they would be rescheduled when an agreement was worked out, hopefully in the next few weeks.

Cable Briefs

New owner. Acton Corp., cable MSO and snack-food manufacturer based in Acton, Mass., has purchased Transcable Inc., cable system in Burlington, N.J., and Haverstraw and Peekskill, N.Y., for approximately $4.4 million, 10,000 shares of Acton stock and assumption of $4.2 million debt. Systems have about 13,300 basic subscribers and 3,500 pay cable customers. Acton also acquired assets of G.W.G. Co., lessor of CATV equipment to Transcable, for assumption of $200,000 debt.

Net gain for HBO. FCC waived its rules and will allow Home Box Office to present March 27 finals of Women's Tennis Association Virginia Slims tournament on HBO pay cable system. Madison Square Garden Cablevision requested waiver allowing HBO cablecast after Madison had been unable to sell tournament to networks or to individual stations. Commis-
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Fates & Fortunes®

Phil Boyer, VP, programming. ABC-owned television stations, named VP and general manager of ABC-owned WLS-TV Chicago. Mr. Boyer, who also is past president of National Association of Television Program Executives (Broadcasting "Profile," Feb. 14), succeeds Lewis Erlicht, named VP, programs, East Coast, ABC Entertainment (Broadcasting, Feb. 14).

Herman N. Hipp, president, Liberty Corp., Greenville, S.C., elected president/chief executive officer, succeeding Francis M. Hipp, who retires March 1 but will continue to serve as board and executive committee chairman. Macon G. Patton, executive in charge of broadcasting (Cosmos station group) and real estate subsidiaries, and Fred Perdue, in charge of accounting, administration and of Liberty's savings & loan association, named executive VP's.


Timothy Reynolds, director of finance and planning at CBS-owned WCAL-TV Philadelphia, appointed VP, finance and planning, CBS/Broadcast Group, New York, succeeding George Shannon, who was named VP in charge of production facilities and engineering, CBS-TV (Broadcasting, Jan. 24).


Donald Kivell, manager, communications, NBC-TV, New York, named manager, network interconnection.


Lester H. Otterman, controller, WBEN Inc. (WBEN-AM-FM-TV), Buffalo, N.Y., assumes additional duties as treasurer.

Charles E. Manson, general manager, WXXI(AM)-WLOI(FM) Florence, Ala., elected VP/board member.

Paul Simon, director of research, KTVK(TV) Los Angeles, named VP.

Dale Van Cantfort, general manager, WDAX(AM) McRae, Ga., promoted to general manager, co-owned WDKX(AM)-WWTT(FM) Kingstree, S.C., succeeded by Roy Anderson, sales manager, co-owned WLOP(AM)-WLOF(FM) Jesup, Ga. All are Jesup Broadcasting stations. Newly appointed corporate officers, WDBJ Television Inc., Roanoke, Va.: John Harkreder, WDBJ VP/general manager, president; C.H. McKeefer, assistant manager/general sales manager, VP; Robert Pugh, business manager, secretary-treasurer; and Mel Mayfield, promotion and research director, assistant secretary-treasurer.

Jules L. Mayoux, station manager, WBRZ(TV) Baton Rouge, named general manager, succeeding Douglas L. Manship, who continues as president of licensee, Louisiana Television Broadcasting Corp. Richard F. Manship, station manager, co-owned KGGV-TV Weslaco, Tex., named WBRZ station manager.

Dan T. Griffin, assistant secretary, North Carolina Broadcasting Co., Greensboro and station manager of its WBGQ(AM) there, named VP.

A. Kent Braverman, president, Braverman Broadcasting Corporation, owner of KCHJ(AM) Iowa City, Iowa, becomes general manager of station.

Klee Dobra, general manager, KLDP(AM) Dallas, joins WBN(AM) Boston in same capacity.

Steve Keeney, sales manager, KIMN-AM-FM Denver, appointed managing director.

Sam Trent, general manager, WBSR(AM) Pensacola, Fla., joins co-owned WMAK(AM) Nashville in same capacity.

Nancy Schmiede Janke, sales manager, WSGR(AM) Groton, Conn., appointed station manager.

Jack Baker, general manager, CBS/FM Sales, New York, named to same post, CBS-owned WEEL-FM Boston.


LeVerne E. Brown, assistant director, WGN-TV Chicago, promoted to night manager, WGN-AM-TV.

Sandy Hallock, assistant to advertising/promotion director, WKYZ(AM) Detroit, joins WWSK(AM)-WPSZ(FM) Pittsburgh as director of information services.

Nellene Kuhns, from American Ski Association, Denver, joins KSDK(AM) there as promotion/public service director.

Newly elected officers, Twin City Radio Broadcasters (Minneapolis-St. Paul): Gary Stevens, KDWB-AM-FM, president; Lee Zanin, WTCI(AM), VP, and Dale Weber, WDOY(AM), secretary-treasurer.

Broadcast Advertising

Charles J. Hamm, president, William Free & Co., New York, joins McCann-Erickson Worldwide as executive VP/supervisor Coca-Cola account in Atlanta, replacing Sidney B. McAllister, who will be promoted to senior manager, Interpublic Group of Companies, N.Y. parent company of McCann-Erickson. Mr. McAllister will remain in Atlanta.

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Steve Herson, New York sales manager for Telerep's Lion sales team, appointed VP-assistant to president, succeeded by Jack Steng, group manager of Lion team. Changes follow resignation of Paul Hughes as executive VP of Telerep.

Walter E. Terry, president, D'Arcy-MacManus & Masius, San Francisco, appointed president of West Coast operations, overseeing offices in Los Angeles and San Francisco. Beverly Fitzsimmons, manager of creative services, DM&M, New York, elected VP. Andrew L. Bozeman Jr., head of his own business consulting firm, Chicago, joins DM&M, St. Louis, as writer/producer.


Newly announced promotions, Tatham-Laird & Kudner, Chicago: Irene P. Block, associate creative director to creative director; Michael R. Peroff, account executive, account supervisor; Brian S. Hurley, account executive, assumes additional role as assistant director of executive development program; Eric J. Rosenkranz, assistant account executive, account executive, and Bruce P. Andre, Jody L. Goldblatt, Thomas G. Kettinger and Robert S. Witkay, staff assistants in executive development program, assistant account executives.

Edward D. Meyer, VP/director of merchandising, Dancer-Fitzgerald-Sample, New York, named senior VP.

Toni Smith, manager, media research, Cunningham & Walsh Inc., New York, appointed VP.

Dave Davidson, associate media director, and Denis Hitchmough, group media director, Boisford Ketchum, San Francisco, and Colleen Mattice, media manager, BK, Los Angeles, named VP's.

John W. Sullivan, VP, Kelly, Nason-Kearsh, New York, named senior VP and associate director of account service.

Leo Wright and Paul Synor, creative directors, Luckie & Fornie, Birmingham, Ala., named VP's.

Carol Slibenac, spot broadcast supervisor, J. Walter Thompson, Chicago, named supervisor of spot broadcast operations, JWT, San Francisco.

Rich Hughes, associate creative director, BBDO/BDA Atlanta, joins WETN Advertising there in same post.

Molly Granger, media director, Clinton E. Frank, Los Angeles, joins Bernadette Talbott Advertising, San Francisco, as agency coordinator.


Karl Kuechenmeister, manager of sales development and marketing planning, CBS-TV Chicago, named account executive, central division, NBC-TV there.

Richard C. Coveny, sales VP, New York Station Division, CBS unit, Blair Television, named VP/director of marketing development division. James I. Noeldner, account executive, Storer TV Sales, New York, joins Blair/Northwest Radio Representatives, Portland, Ore., in same capacity, replacing Ronald B. Loretzen, who will be transferring to Seattle office.

Mike Day, salesman, Metromedia's KNX(AM) Oakland, Calif., named sales manager, co-owned Metro Radio Sales, San Francisco.

George R. Francis Jr., station manager, WABC(AM)-WRQK(FM) Charlotte, N.C., named VP/director of sales, Resort Network, New York, concentrating on regional and national sales.


Larry Scott, account executive, WBBH-TV Fort Myers, Fla., appointed general sales manager, WYLU-FM Naples, Fla.

Ray McCormack, sales representative, WANG-TV Binghamton, N.Y., named local sales supervisor.

Jon Weidenman, salesman, KXIN-AM-FM Denver, appointed sales manager.

Harry Conlin, self-employed in advertising in Dallas, joins KKKX(AM) Denver as national sales manager, Rick Brady, air personality, promoted to research director.

Jim Pouournas, account executive, WMMS(FM) Cleveland, joins WEWE(AM)-WGLC(AM) there as retail sales manager.

Jill O'Mahony, assistant promotion manager, WABF(AM) Boston, joins WIND(AM) Chicago as advertising/sales promotion manager. Both are group W stations.

T. Neal Heaton, general sales manager, WPAX(AM)-WXRA(FM) Alexandria, Va., named VP.

Timothy J. A. Montgomery, local sales manager, WBCN(AM) Boston, promoted to general sales manager.

Herb Loops, VP, Tri-State Insurance, Sioux City, Iowa, joins KCJU(AM) Iowa City, Iowa, as sales manager.


Roger I. Feller, account executive, WINS(AM) New York, joins WNYW(AM) in same capacity.


J. Christopher Broullire, account executive, WINS(AM) Rockville, Md., promoted to senior account executive. Claudette Fair, from Photo Corp. of America there, and Philip L. VanDerVenter, from Pennsylvania Life Insurance Co., Frederick, Md., join WINS as account executives.

Pat Zembober, account executive, WTCI(AM) Warren, Ohio, named to same position, WKBX(AM) Youngstown, Ohio.

Wesley L. Hall, air personality, WCBR(AM)-WBBZ(FM) Richmond, Ky., joins WCFH(AM) Etowah, Tenn., as account executive.

Programing

Edwin T. Vane, VP/national program director, ABC Entertainment, New York, assumes additional responsibility of coordinating all prime-time current series activities with office of president, Fred Silverman. Peter B. Stern, ABC program executive, West Coast, promoted to director, current comedy programs, ABC Entertainment. Sig Vilas, freelance advertising copywriter, joins ABC Entertainment, New York, as manager, feature film and late night series.

Art Frankel, senior VP, business affairs, and Arthur Fellows, senior VP, production, Para-
mount Television, Hollywood, named senior VP, administration and production, and senior VP, dramatic development and production, respectively.

Ted Butcher, assistant director/unit manager, 20th Century-Fox, Beverly Hills, Calif., promoted to assistant head of television production.

Peter Dimmock, general manager and chief executive of BBC Enterprises, London, sales arm of BBC, named director of worldwide marketing and syndication, ABC Sports, New York.

Donald Havens Jr., president of National Telefilm Associates, Los Angeles, temporarily assumes additional responsibilities as general sales manager, replacing George Mitchell, who joins Warner Bros. as VP/domestic sales manager (Broadcasting, Feb. 14).

Ron Herman, assistant operations manager/sales representative, Vidtronics, Hollywood, named technical operations supervisor, Compact Video Systems, production and post-production company, Burbank, Calif.

Dona Fussell, operations-coordinator/public affairs director, WEUV-TV Naples, Fla., promoted to program director. Barry Fitzpatrick, announcer/advertising consultant, KNZY-AM-FM Riverside, Calif., named WEUV-TV sports director.

Larry Lowenstein, director, marketing services, WXXA-TV Atlanta, joins WNIO(AM) North Atlanta, Ga., as program director.

C. C. McCartney, assistant program manager, and Brant Miller and Charlie Fox, air personalities, KXXK(FM) Denver, promoted to program director, assistant program director and production manager, respectively.

Jim Elder, sports caster, KLKR(AM) North Little Rock, Ark., joins Arkansas Radio Network and KARN(AM)-KKYK(FM) Little Rock, as sports director.

Gary Allen, traffic manager, Telecast of Overland Park, Kan., joins KCJZ(AM) Iowa City, Iowa, as traffic manager/continuity director.

Gail Sicilia, music director, WNBC(AM) New York, named to same post, WNEW(AM) there.

Ken Bell, sports anchor/producer, WMET-TV Cedar Rapids, Iowa, joins WJAR-TV Providence, R.I., in same post.

Al Wilk, sports director, KCMO(AM) Kansas City, Mo., joins KMPC(AM) Los Angeles as part of California Angels broadcast team, joining Dick Enberg and Don Drysdale.

Betsy Kelly, from Quillen & Ellis Advertising, Wichita, Kan., joins noncommercial KPTS(TV) Hutchinson, Kan., as program information coordinator.

Broadcast Journalism


Jim Esser, producer of 11 p.m. news, KDKA-TV Pittsburgh, promoted to executive producer of all of station's news functions. Ken Nelson, news operations manager, named assistant news director.

Miles Resnick, assistant news director, WDBO-TV Orlando, Fla., joins KMSP-TV Minneapolis as news director.

Dick Bertel, public affairs director, WTCI-AM-FM Hartford, Conn., named to additional post of news director.

Ken Plotnik, news producer, WKBR-TV Buffalo, N.Y., promoted to assignment editor.

Michael Scheinberg, morning news producer, WSWW(AM) Pittsburgh, joins KDKA(AM) there as assignment editor.

Frank G. Gonzales, public information officer, Los Angeles Unified School District, joins KFWB(AM) there as editorial director.

Lawrence D. Crandall, from news staff, KLJZ(AM) Denver, named overnight news editor, KDAH-AM-KOOG(FM) there.

Richard A. Loven, chief announcer/film director, noncommercial WMPR(TV) Miami, joins WEUV-TV Naples, Fla., as Collier County correspondent and weather anchor.

Maria Elena Torralva, Mexican-American affairs director, KMOL-TV San Antonio, Tex., named co-anchor.


Don Dare, reporter, WTVF(TV) Nashville, joins WECT(TV) Miami in same capacity.

Mark Wyatt, Greenville (S.C.) bureau chief, WSPA-TV Spartanburg, S.C., assumes additional duties as co-anchor. He will anchor live from Greenville.


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Steve Bousquet, weekend news supervisor/reporter/anchor, W4AN(AM) Providence, R.I., joins WJAR-TV there as general assignment reporter.

Robert Samek, sports director, noncommercial WRTI(FM) Philadelphia, joins WSUB-AM-FM Groton, Conn., as news director.

Harold Baker, news director, WTVN-TV Jacksonville, Fla., joins Florida Public Broadcasting as executive producer of Florida legislature news coverage, produced at noncommercial WRCT(TV) Jacksonville.

Cable

Tom LaFourcade, district manager, Teleprompter, New York, joins Warner Cable as system manager, Bakersfield, Calif.

Equipment & Engineering

John A. Burtle, automation product specialist, Harris Broadcast products division, Quincy, Ill., joins Broadcast Electronics, Silver Spring, Md., as director of automation products.


Signey G. Miller, director of marketing, General Electric's space division, joins FS&E as VP, marketing and planning.

Richard C. Kleinhaus and John M. Sewell, assistant general managers, Kodak Apparatus Division, Rochester, N.Y., elected assistant VP's. J. Phillip Samper, assistant to general manager of marketing division appointed assistant VP/FM/assistant general manager.

Richard J. Corbin, manager of business development, commercial electronics division GTE Sylvania, Waltham, Mass., appointed director of field operations for division.

Roger Jones, from Plaza Properties Apartment Management Corp., Reynoldsburg, Ohio, joins WTVN-TV Columbus, Ohio, as engineering supervisor.

Dean Roach, studio technical supervisor, WSFA-TV Montgomery, Ala., promoted to assistant chief engineer.

Joseph Kamanick, transmitter engineer, WEAU-AM-FM Wausau, Wis., appointed assistant chief of engineering.

Allied Fields

Robert L. Ownes, founder of AIM (Audience Information Management), Old Greenwich, Conn., becomes president of firm.

Robert S. Lewis, general counsel, Federal Trade Commission, Washington, has resigned effective March 16, after four years with commission.

Bruce Collier Jr., operations director, PAMS Productions & Recording Studios, Dallas, joins Production and Programming Associates, Irving, Tex., as president.

Rod Porter, special assistant to FCC Chairman Richard E. Wiley, named legal assistant, succeeding John Sturm, who will join Washington office of NBC, effective Feb. 28. Willard R. Nichols, now in litigation division of general counsel's office at FCC, will replace Mr. Porter as special assistant to chairman.


Mark Beron, director of broadcast relations, ICPR public relations, Los Angeles, named VP.

George B. Honchar, director of special projects, Imero Fiorentino Associates, production and lighting consultants, New York, appointed VP.

Dean Shaffner, director of research, Adam Young Inc., New York, named senior project director of United States Testing Co.'s consumer research division, Hoboken, N.J.

Nancy Hudak, assistant director of personnel for American Society of Composers, Authors and Publishers (ASCAP), named director of personnel, succeeding Margaret Heffernan, who has chosen early retirement after more than 30 years with performing rights organization.

George Schmidt, president/general manager, WTVN-TV Jacksonsville, Fla., named chairman of Jacksonville's Federal Reserve Board.

Deaths


Richard Harkness, 69, former NBC newsman died at his winter home in Naples, Fla., Feb. 10. He worked for network 30 years, during which he helped develop use of computers to project election results, conducted NBC-TV's first news interview program and in 1945 was host of its first TV news program from Washington. After he retired from NBC in 1972, Mr. Harkness worked as press officer for special program on drug abuse prevention created by President Gerald Ford. Before working at NBC he had been reporter both for Philadelphia Inquirer and for United Press. Survivors include three sons, Peter, Richard and Christopher.


Virginia Payne, 66, radio and stage actress, died in Cincinnati Feb. 10. She played title role in CBS Radio's Ma Perkins soap opera for 27 years, entire life of show. She was one of 15 founders of American Federation of Radio Artists union, which was forerunner of American Federation of Television and Radio Artists.

Joseph C. Gladynski, 74, former chief of Voice of America's North and East European branch, died at his home in Washington Feb. 3. He was chief of VOA's Polish service for almost 20 years and participated in broadcasts as commentator known to listeners as Kazimierz Wegrzecki. He retired in 1972. Survivors include his wife, Janina, one daughter and one son.

Al Godwin Jr., 59, veteran broadcaster and film salesman, died Feb. 6 in his apartment in New Orleans of apparent heart attack. He was VP of American Concepts, merchandising-promotion firm, at time of death. Survivors include brother, Charles Godwin, regional manager of Broadcast Music Inc.

Mifford C. Miller, 51, radio newscaster in 1940's and 1950's, died Jan. 21 of heart failure after undergoing open heart surgery in Omaha. He had been associated with KSJAM and KCOMJAM (now KMNS[AM]) Sioux City, Iowa. Survivors include his wife, Lucille, one son and two daughters.

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KTXS-TV, Sweetwater/Abilene, Texas goes Harris with two TC-50 live color cameras

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March 18—**Mutual Broadcasting System's agency-advertiser luncheon presentation, "The Feeling is Mutual." Site to be determined, Boston.


March 19—**Ohio Associated Press Broadcasters convention, Oklahoma City. Contact: Ernie Schulz, KTVY-TV, Oklahoma City.

March 19—Annual "Date With the Press," sponsored by Women in Communications Inc. Miami chapter: Liz Carpenter will be speaker. Sheraton Four Ambassadors, Miami.


March 26-27—New York State second annual video conference, Rochester Institute of Technology, Rochester. Information: Student Television Systems, 1 Lomb Memorial Drive, Rochester.

March 27—Annual membership meeting of the Association of Maximum Service Telescopers. 1 p.m., Delaware suite, Sheraton-Park hotel, Washington. Special meeting of the present board of directors of AMST will be held March 26, 2 p.m., in Map room of Washington Hilton hotel. Newly elected AMST board will meet March 28, 2 p.m., Map room of Washington Hilton, to elect officers.


March 29—Ohio Association of Broadcasters' "Salute to Congress" dinner, Hyatt Regency, Washington.

March 29—**Tennessee Association of Broadcasters legislative breakfast, Rayburn building, Washington.


March 31—FCC's new deadline for replies to amendment to noncommercial FM broadcast rules (Docket 20735). FCC, Washington.

March 31-April 2—Region three conference of The Society of Professional Journalists, Sigma Delta Chi for Arkansas, Louisiana, Mississippi and Western Tennessee. Memphis State University, Memphis.

April 1-2—Region three conference of Society of Professional Journalists, Sigma Delta Chi for Alabama, Georgia, South Carolina, Florida and East Tennessee. Knoxville, Tenn.

April 1-2—Region four conference of Society of Professional Journalists, Sigma Delta Chi for Michigan, Ohio, Western Pennsylvania and West Virginia. Huntington, W. Va.

April 1-2—Region five conference of Society of Professional Journalists, Sigma Delta Chi, for Illinois, Indiana and Kentucky, Chicago.

April 1-2—Region seven conference of Society of Professional Journalists, Sigma Delta Chi, for South Dakota, Missouri, Nebraska, Kansas and Iowa. Columbia, Mo.

April 1-2—Region nine conference of Society of Professional Journalists, Sigma Delta Chi, for Wyoming, Utah, Colorado and New Mexico. Albuquerque, N. M.


April 1-3—Women in Communications Inc. region two meeting. Speakers will include Marlene Sanders, ABC vice president, and Helen Thomas, UPI correspondent. Ohio University, Athens.


April 11-12—Television Bureau of Advertising communications seminar for sales and management personnel. TVB headquarters, New York.

April 13—**New England Cable Television Association spring meeting. The Country Kitchen, Route 9 West, Brattleboro, Vt.

April 14-15—Institute of Broadcasting Financial/Broadcast Credit Association quarterly board of directors meeting. Hyatt Regency Chicago.

April 16—**California Associated Press Television-Radio Association 30th annual meeting. Hotel del Cor- nado, Coronado.

April 17-19—Canadian Association of Broadcasters annual meeting. Winnipeg Inn, Winnipeg, Man.

April 17-20—**National Cable Television Association annual convention. Conrad Hilton hotel, Chicago.

April 18-19—**Television Bureau of Advertising communications seminar for sales and management personnel. TVB headquarters, New York.

April 18-21—Ninth annual conference of Southern Educational Communications Association. Hotel will be the Alabama ETV Network. Gulf State Park Resort and Convention Center, Gulf Shores, Ala.


April 20-21—Spring convention of Kentucky Broadcasters Association, Stouffer's Inn, Louisville.


April 20-22—Spring meeting of Indiana Broadcasters Association, Brown County Inn, Nashville, Ind.

April 21-23—Louisiana Association of Broadcasters spring convention. Sheraton hotel, Baton Rouge.

April 22-24—**National Association of Farm Broadcasters South Central regional meeting. Hilton Inn, Amarillo, Tex.

April 24-29—San Francisco State University's 27th annual Broadcast Industry Conference. San Fran- cisco State University, San Francisco.

April 25—FCC's new deadline for replies to clear channel broadcasting inquiry (Docket 20642). FCC, Washington.


April 28-29—**Minnesota Broadcasters Associa- tion spring meeting. Registry hotel, Bloomington.


May 1—Deadline for entries in Howard W. Blakemore Awards in recognition of reporting on heart and blood vessel diseases. Winners will be chosen in radio and television as well as in other media and will deal with material presented in the year prior to Feb. 28, 1977. Entry information and blanks: American Heart Association, 7320 Greenville Avenue, Dallas 75231.

May 1-3—**Chamber of Commerce of the U.S. 65th national annual meeting. Washington.

May 2—**FCC's deadline for comments on inquiry into network programing practices and policies (Docket 21049). Replies are due June 1, FCC, Wash- ington.


May 4-6—Washington State Association of Broad- casters spring meeting. Rosario Resort hotel, Orcas Is- land.

May 7—**Iowa Broadcast News Association 1977 semiannual convention, Adventuerland inn, near Des Moines.

May 7-8—**Iowa News Broadcasters Association spring convention. Forum 30 hotel, Springfield.

May 8-12—Annual meeting, ABC-TV affiliates. Cen- tral Park hotel, Los Angeles.


May 15-18—**National Retail Merchants Association annual sales promotion conference. Hilton hotel,
Atlanta.
May 16-18—Annual meeting, NBC-TV affiliates. Century Plaza hotel, Los Angeles.
May 19-21—Kansas Association of Broadcasters annual convention, Ramada Inn, Topeka.
May 23-26—Canadian Cable Television Association annual convention and trade show. Four Seasons hotel, Calgary, Alberta.
May 24-25—Annual meeting, CBS-TV affiliates Century Plaza hotel, Los Angeles.

June
June 2-4—Associated Press Broadcasters annual meeting. Edwin Newman, NBC News correspondent will be keynote speaker. Chase-Park Plaza, St. Louis.
June 2-5—Missouri Broadcasters Association spring meeting. Rock Lane Lodge, Table Rock Lake.
June 11-18—Broadcast Promotion Association 22nd annual seminar. Beverly Hilton hotel, Los Angeles.
June 14-16—Iowa Broadcasters Association convention. The New Inn, Lake Okoboji.
June 22-24—Florida Association of Broadcasters annual convention. Ponte Vedra Club.
June 22-24—Maryland-District of Columbia-Delaware Broadcasters Association annual convention. Sheraton Four Seasons inn and Spa, Ocean City Md.

July
July 21-22—Institute of Broadcasting Financial Management/Broadcast Credit Association quarterly board of directors meeting. Fairmont hotel, Dallas.

August

September
Sept. 14-15—Ohio Association of Broadcasters fall convention. Columbus Sheraton, Columbus.
Sept. 18-20—Nebraska Broadcasters Association convention. Scottsbluff.

For the Record

As compiled by Broadcasting for the period Feb. 7 through Feb. 11 and based on filings, authorizations, petitions and other actions announced by the FCC.


New stations

TV application

- Houma, La.—Communications Corp. of South seeks ch. 11 (198.204 mhz), ERP 316 kw vis., 63.2 kw aux., HAAT 468 ft.; ant. height above ground 497 ft. PO. address: 440 ITM Building, New Orleans 70130. Estimated construction cost $235,505; first-year operating cost $83,700; revenue $320,000. Legal counsel: Smith & Pepper, Washington; consulting engineer Lohnts & Culver. Applicant is wholly owned by Vanderbilt Corp., and operates WGNQ-TV New Orleans. Principal in parent is Seymour Smith (74.4%). Mr. Smith’s wife, Florence Anne, holds 5.9% and his children, David and Barbara, each hold 2.9% in trust. Mr. Smith also has various real estate and investment holdings. Ann. Feb. 10.

AM application

- Valdez, Alaska—Northern Television Inc. seeks 770 kHz, 1 kw U. PO. Address: (1007 W. 3rd Ave., Anchorage 99503. Estimated construction cost $16,900; first-year operating cost $30,000; revenue $36,000. Format: popular, C&W Principal: A. G. Hebert, who also owns, through Northern, KBVR(R) KNK-FM-KTVA(FM) Anchorage and KFRB(K) KTVF(TV) Fairbanks, Alaska. Ann. Feb. 9

FM applications

*Berlin, Conn.—Berlin Board of Education seeks 89.9 mhz, 10 kw, HAAT 95 ft. PO. address: 240 Kensington Rd., Kensington, Conn. 06037. Estimated construction cost $10,076; first-year operating cost $5,000. Format: educational. Applicant is public school board, Mrs. Joanna Kelly, president, Ann. Feb. 9.

- Millinocket, Me.—Karadin Radio Inc. seeks 97.7 mhz, 3 kw, HAAT 190 ft. PO. address: Box 1240, Millinocket 04462. Estimated construction cost $44,200; first-year operating cost $200; revenue $10,000. Format: popular, C&W Principal: John M. Keys (100%). Mr. Keys also owns WMMK(R) Millinocket. Ann. Feb. 9.

- Baltwin, Mo.—YMCA of Greater St. Louis seeks 89.9 mhz, 10 kw, HAAT 95 ft. PO. address: 340 Kensington Rd., Kensington, Conn. 06037. Estimated construction cost $10,076; first-year operating cost $5,000. Format: educational. Applicant is public school board, Mrs. Joanna Kelly, president, Ann. Feb. 9.

Negotiators for the Purchase and Sale of Radio and TV Stations • CATV Appraisers • Financial Advisors

5530 Wisconsin Avenue, Washington, D.C. 20015
301-652-3766
### Ownership changes

- **Applications**
  - WZZM-TV Grand Rapids, Mich. (ch. 13)—seeks transfer of control from West Michigan Telecasters Inc. to Wometco Enterprises, Miami. Deal is modification of earlier agreement which called for Wometco to purchase WZZM’s station and, in turn, transfer it to Telecasters. FCC has issued license to WZZM-FM Grand Rapids, for $14 million (BROADCASTING, Sept. 6, 1976) and then spin off FM to third party to comply with FCC rules barring acquisition of colocated TV and radio stations. Purchase price for both remains $14 million, with Wometco paying difference between that and proceeds from FM sale, now said to be in negotiations. Seller is owned by 50 stockholders headed by Lewis J. Chamberlain Jr., president. Wometco is publicly traded broadcast group, theater owner, vending system operator, Coca-Cola bottler and has bought WBTB-TV Newark, N.J., subject to FCC approval, for pay-TV operation (BROADCASTING, Aug. 30, 1976). Ann. Feb. 10.
  - WCYB-TV Bristol, Va. (ch. 13)—seeks transfer of control of Appalachian Broadcasting Corp. from Starr Broadcasting Group to Grit Publishing Co. for $7.9 million and assumption of about $700,000 in liabilities (BROADCASTING, Aug. 16, 1976). Financially troubled Starr announced deal is “part of its program to reduce serious indebtedness and to meet current obligations.” Buyer is publisher of Grit newspaper and has no other broadcast interests. Ann. Feb. 10.

### Actions

- **WHET(A)M Walmath, Mass. (1330 kHz, 5 kw-L)**—Broadcasters seek license expiration date for Commercial AM.
- **WHET(A)M Walmath, Mass. (1330 kHz, 5 kw-L)**—Broadcasters seek license expiration date for Commercial AM.
- **Educational FM**
- **Total Radio**
- **Commercial TV**
- **VHF**
- **UHF**
- **Educational TV**
- **VHF**
- **UHF**
- **Total TV**

### Summary of Broadcasting

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</table>

*Special temporary authorization

**Includes off-air licenses

### In contest

#### Designated for hearing

- Hollidaysburg and Altoona, both Pennsylvania, FM proceeding.
- Covington Broadcasting Co. and Altoona Trans-Audio Corp. competing for 104.9 mhz (Docs. 21,093-4)—Chief, Broadcast Bureau, designated for hearing to determine which areas would receive primary broadcast service from proposals and availability of other primary service. Action Feb. 2.

#### Procedural ruling


#### Initial decision

- Red Lion, Pa. TV proceeding; Red Lions Broadcasting Co. (Doc. 18,130)—Chief ALJ Chester F. Naumowicz Jr. granted motion by Red Lion for leave to amend and for substitution of exhibit; dismissed as moot Broadcast Bureau motion and supplements; canceled Feb. 7 conference; granted application of Red Lion, and terminated proceeding. Action Feb. 4.

#### Review board decision

- Bloomington, Ind., FM proceeding; Bloomington Media Corp. and Indiana Communications Inc. for 96.7 mhz (Docs. 19,813-5)—Review board granted application of Indiana Communications Inc. and denied competing applications. In initial decision released April 20, 1976. ALJ Lenore G. Ehrig found in favor of Indiana. Action Jan. 27.

### Finishes

- Broadcast Bureau notified following licensees of apparent liability for failing to file renewal applications no later than first day of fourth full calendar month prior to license expiration date for $25.
- WELZ(A)M Belzoni, WMBM(AM) Brookhaven, WHSY-AM-FM Hattiesburg, WXXI(AM) Jackson, all Mississippi, KTHS(AM)-KAAMI(FM) Byerlyville, KYMA(AM) Magnolia, both Arkansas, KRWLA(AM) Many, La., for $100.

### Allocations

- Mission Vieja, Calif.—Broadcast Bureau changed FM assignment to use after license of Class A rather than Class D facilities. Action was in response to petition by Saddleback Community College, licensee of KSBK(FM) there. Effective March 18. Action Feb. 2.

#### Other action

- Carpinteria, Calif.—Broadcast Bureau assigned FM ch. 269A as community's first assignment. Action was
HELP WANTED MANAGEMENT

General Manager needed for small market FM in NW Ohio. Sales ability and requirement and would prefer announcing experience. Salary commensurate with experience. Send resume to Box B-110, BROADCASTING.

Sales Manager -- We want a person on the way up who is currently successfully selling radio in a competitive market. We'd prefer you've never been a Sales Manager before. You'll take over our new Western Pennsylvania stereo FM station and make it every bit as successful as our powerhouse AM. Don't bother sending us a photocopied resume ... if you're interested in the job sit down at your typewriter and tell us who you are, where you are, what you've accomplished and why you think you're right for the job. If you can make it work, you'll find we're quite generous. Box B-112, BROADCASTING.

General Manager, $14,000-$22,000. College degree required. Small market daytimer that moves staff to major market. Some happens to manager in 2-3 years. Kentucky/Fylndara area. Start late March. Box B-124, BROADCASTING.

Station-Salesmanager for Ohio. “Super country sound.” Automated FM in medium market. Must build and later separate sales staff and develop station promotions. Salary plus excellent commission. Excellent future with growth company. Send resume to Box B-129, BROADCASTING.


Aggressive manager for Christian Radio Station in sunny Florida. Contact Harry Morgan. 615-593-1816.

HELP WANTED SALES

Experienced Account Executive Position available with top Arbitron contemporary station. Station’s top billing list is yours if track record warrants, Salary plus commission, EOE. Resume, references to Box B-36, BROADCASTING.

Major market midwest daytimer needs sales manager. Excellent opportunity for top income. Box B-82, BROADCASTING.

Central Illinois. Multi-station market needs a salesperson who wants to be Sales Manager within a year. Excellent income potential. Resume, sales record and present earnings to Box B-102, BROADCASTING.

Christian station in western, warm, sunny climate needs salesperson who also has sales management potential. Excellent opportunity, Box B-123, BROADCASTING.

Opportunity to grow with new N.E. station as sales manager. Right person is experienced, ambitious, cooperative. Dynamic station needs dynamic sales manager! EOE, Box B-125, BROADCASTING.

If you're qualified to join our “on the way up” Country Music Station as an expert radio time salesperson ... you'll work in a prime Northern California Recreation area. Equal Opportunity Employer. Send Resume, Box B-152, BROADCASTING.

Wanted: Aggressive, experienced, dedicated salesperson to sell FM-Adult Contemporary in Western Colorado. Excellent growth market, company benefits, and earning potential. Send Resume to KGIX Radio, PO Box 340, Grand Junction, CO 81501. EOE.
HELP WANTED ANNOUNCERS CONTINUED

Cincinnati MOR needs warm communicative announcer to work evenings. Must have good production talents and computer skills. Contact Steve Drake, WLDA, P.O. Box 37346, Cincinnati, OH 45222. Susquehanna Broadcasting Equal Opportunity Employer.

HELP WANTED TECHNICAL CONTINUED


University of Louisville needs first phone staff engineer. Duties include: Rf, FM, switching, FM broadcast, public service, radio station and repair of audio-visual equipment. Requires 2 years related experience, Television experience, helpful. S$10,070, $597 work plus, benefits. Resume to: University Personnel Services, 105 W. Brandels, Louisville, KY 40205, An Equal Opportunity Employer.

Chief, with announcing ability for Western Washington small station. Excellent opportunity. Male/Female, Call Dick Pust at 206-943-1240 between 9:30 am and 11:30 am PST only.

HELP WANTED NEWS

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


Assignment Editor for top 60 market. College degree in Journalism or related field plus five years experience in reporting and assignment or producing necessary. Should have strong supervisory experience coupled with ENG knowledge. An Equal Opportunity Employer. Send resume and salary requirements to Box B-113, BROADCASTING.

Reporter/Photographer—three years experience in all phases of reporting in and out of a definite plus. An Equal Opportunity Employer. Send resume to Box B-114, BROADCASTING.

Our News Department is No. 1 and we intend to remain there. An upcoming opening will require a person who would like an outlet to show their talent. Send an aircheck and resume immediately to Box 6230 Eby Street, Shawnee Mission, KS 66202. First Class license helpful. KCNW, a Starr Broadcasting Station, is an Equal Opportunity Employer.

Statehouse Beat reporter plus on-air anchor needed for strong award-winning station. Send resume to Dyan Ahrendts, News Director, K-LM-M Radio, PO Box 81604, Lincoln, NE 68501.

Radio News Vacancies at WHA Radio. 1. Local Affairs Reporter: provides coverage of local public policy issues. 2. General Assignment Reporter: produces radio news reports and longer radio features of an interpretive, analytical nature. 3. PM Producer/Editor: covers WHA newsroom in afternoon and evening. 4. Producer/Host, Telephone Programming; produces and hosts statewide telephone forum program. 5. State Editor: generates news and feature material from all parts of the state. Call 900-5469. Also, we need a full-time, on-air reporter. Send resume to David Ahrendts, News Director, K-LM-M Radio, PO Box 81604, Lincoln, NE 68501.


Producer-Director with minimum 2 years experience in all phases of production. Excellent writing, people skills, desire to work in a positive environment. Send resume and references to: T.J. Vaughn, Vice President, Programming and Operations, WAND-TV, PO Box 250, Decatur, IL 62525. An Equal Opportunity Employer.

Radio News Vacancies at WHA Radio. 1. Local Affairs Reporter: provides coverage of local public policy issues. 2. General Assignment Reporter: produces radio news reports and longer radio features of an interpretive, analytical nature. 3. PM Producer/Editor: covers WHA newsroom in afternoon and evening. 4. Producer/Host, Telephone Programming: produces and hosts statewide telephone forum program. 5. State Editor: generates news and feature material from all parts of the state. Call 900-5469. Also, we need a full-time, on-air reporter. Send resume to David Ahrendts, News Director, K-LM-M Radio, PO Box 81604, Lincoln, NE 68501.

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Audio News Editor: Strong copy writer needed. Must have well written copy and ability to communicate verbally. Excellent writing and editing skills. Experience in newsroom, production, and commercial writing preferred. Send resume to Bill Jordan, Program Director, WUSU, PO Box 163, Athens, GA 30601.

Audio Production Director: 5 years experience in audio production. Must be familiar with audio pre-production, sound recording and audio post-production. Experience in studio production and live event production required. Send resume to John Doe, 123 Main St, Anytown, CA 90210.

Audio Engineer: High school graduate with 2 years experience in audio technology. Must be familiar with audio equipment and able to troubleshoot equipment. Send resume to John Smith, 456 Tech Blvd, Anytown, CA 90210.

Audio Technician: High school graduate with 2 years experience in audio technology. Must be familiar with audio equipment and able to troubleshoot equipment. Send resume to John Smith, 456 Tech Blvd, Anytown, CA 90210.

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HELP WANTED PROGRAMMING, PRODUCTION, OTHERS, CONTINUED

Public Information specialist for WHA radio. Responsible for programming and distribution of all news and information for WHA Radio. Bachelor's degree in journalism, or five years experience in the communications field. Strong skills in writing and editing; knowledge of advertising; ability to work effectively with the media; ability to plan and coordinate special projects; ability to work with volunteers; knowledge of broadcasting would be an advantage. Salary: $9800. Application deadline May 1, 1977. Write to: Jack Mitchell, Station Manager, WHA Radio, University of Wisconsin-Extension Telecommunications Center, 281 University Avenue, Madison, WI 53706. An equal opportunity employer.

SITUATIONS WANTED MANAGEMENT

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

Station Rebuilder Available Now, General manager with sincere successful record and background interests in Mag or Business Mgr with reliable company. Box B-7 BROADCASTING.

General Manager: Experienced competitor able to get job done. Top credentials. Stable and sober. Box 5-32 BROADCASTING.

Selling GM—Excellent track record and references in sales, administration and programming. Box B-141, BROADCASTING.

Solid pro, experience all phases radio Good announcer. 85 station 3rd broadcast. 3rd endorsed, ready to move up to management. (OM or better) creative, thorough, hard working. Box 34254, Memphis, TN 38134.

Sales Manager desires a better major market opportunity. 25 yrs. 5 yrs. major market experience. Call nights, 717-797-8311.


Station or sales management with strong incentive program desired by growing broadcast professional with a broad background. Am capable of selling and communicating and building a staff to do the same. 816-646-5538 evenings.

SITUATIONS WANTED SALES


Experienced broadcaster with 5 years in radio sales positions; new challenge; Prefer small or medium market! Box B-134, BROADCASTING.

Station or sales management with strong incentive program desired by growing broadcast professional with a broad background. Am capable of selling and communicating and building a staff to do the same. 816-646-5538 evenings.

SITUATIONS WANTED ANOUNCERS

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

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

Intelligent, creative determined announcer wants challenging opportunity in format change. Excellent voice and writing skills. Call Charles Tatler at 604-727-2751 or write Box B-92, BROADCASTING.

Capable PBP announcer, 4 years experience, seeks employment for college football season and next hockey and baseball season. Can double on news. Have tapes, resume. Box B-94, BROADCASTING.

Country announcer/music director. Looking. Experienced. Third, Box B-101, BROADCASTING.

4 years in radio as PD, MD. Looking for DJ position at contemporary, medium or major market station. Box B-116, BROADCASTING.

Seeking advancement—in Northeast. Four years diversified experience. Two years announcing & air show. Top 40. Two years newscasting, reporting, writing. Dependable. Single. Box B-127, BROADCASTING.

Experienced DJ, production news. Trained, college grad., 3rd endorsed. Reliable. Gary Axelbank, 212-543-9667, Box B-144, BROADCASTING.

Have had two years in a small market on air and sales. Have First phone ... Desire to return to MOR operation. Box B-149, BROADCASTING.

Broadcaster, experienced in all phases of Country and MOR radio, including programming and music. If you can afford a true professional send details. Box B-186, BROADCASTING.

DJ, 25, 3rd endorsed, some commercial experience, college, seeks adult contemporary, 104 AOR, etc. Will relocate. Resumes, tape, Frank Cavaliere, 31-38 74th, St. Jackson Heights, NY 11370, 212-446-8954.

Northeast Adult Top 40 Personality, 1 year Small Market, 3rd Endorsed. Norman, 212-629-1169.


New Jersey Area—Looking for evenings and/or weekends, 5 years experience. All formats. News or programming. Must be within commuting distance of central Jersey. 201-865-7655.

California first phone seeking AOR, progressive country. Programming and sales experience too, Bob, 714-989-8420.


Dedication, four years experience. Good news, excellent jock, super excellent sportscaster. Willing to relocate. 517-224-2727.

Talented, enthusiastic, female DJ, needs first break to prove herself. Communications graduate, will relocate anywhere immediately. Call Karen 303-422-0193, 2940 19th Street, Boulder, CO 80302.

SITUATIONS WANTED ANOUNCERS CONTINUED

South Florida; seven years 3rd endorsed, AM-FM TV, excellent on all formats, news, production, Program Director, Music Director, trained in sales and research. B.A. Communications. Former law student now learning newscast back systems at College. Looking for career position. Call: Bob Parna 305-595-6848.

DJ/Sportscaster/Newscaster with one year experience and 1st phone. Age 26, veteran. Will relocate. Call Mike Oplt, 411 South Elm St., Windsor Locks, Ct 06096. 203-623-6914.

SITUATIONS WANTED TECHNICAL


Experienced Engineers will provide professional radio remotes in Indiana. We supply equipment. Box 1347, Bloomington, In 47401.

SITUATIONS WANTED NEWS

Female sports director, MA, 3 yrs. major college PBP, no TV, no host, good production. 3rd endorsed. Single. Ready to join your sports staff now. Anywhere. Box A-230, BROADCASTING.

News Director-Digger strong interviews. Cramped in small market. Need growth opportunity in larger market. Box A-270, BROADCASTING.

Wonder Woman. One year NYC O &O newscasterwriter; some AP Audio; two years reporting New Jersey station; two years print; one year cable TV. Seek media/PP/Radio spot. Northeast. Box A-275, BROADCASTING.

Editor—newscaster. Mature family man out because of NIS failure. College grad experienced in all phases broadcasting, including several years as AP Broad- cast/Editor. Tell me what you need. Box B-54, BROADCASTING.

This New York City FM News Director will join or lead a top-flight news operation. Northeast and Wash- ington-area preferred. Box B-131, BROADCASTING.

Small College FM Sportscaster looking for 1st break upon graduating. 3 years PBP Football/Basket- ball. 2 yrs SD, 3rd endorsed. 3 yrs MOR, Contempo. DJ, Conductor, Prefer Northeast, but will relocate Box B-142, BROADCASTING.

Major Market News Director. Seeking solid opera- tion where employees are more than just payroll numbers. Take charge professional with 20 years news and programming experience. 1st Phone. Box B-154, BROADCASTING.

Aggressive news director wants more challenging job. Currently in small market. Not just a good voice. Can get the story and write to fit any format. Also in- tuitions and public affairs interviews. Not afraid to make waves. Self-motivated. Drop me a line. I'll get in touch. Box B-155, BROADCASTING.


News writer with 3 years experience, including public affairs and production. Open to established and growing markets. 3rd endorsed. Call Stan Froelich, 212-526-1381, daytime.


SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

HELP WANTED TECHNICAL

Aggressive, first phone production person desires new challenge. Creative producer; commercials, promotions, and promotion for broadcasting or on-air engineering. Excellent references. Prefer northeast, but will relocate. Box A-269, BROADCASTING.


HELP WANTED TECHNICAL CONTINUED

Maintenance engineer with first class FCC license for equipment maintenance at a Western New York television station. Experience with television broadcast equipment required. Call Chief Engineer at 716-775-7401. Equal Opportunity Employer.

Openings for operators and video tape operators/technicians. Minimum 3 years experience in commercial TV station engineering operations. First class license preferred and EOE employer. Call or write T. Arthur Bone, 25 Catamore Blvd., East Providence, R.I. 02914. 401-438-7200.

HELP WANTED NEWS

E.O.E. number one station in top 50 southeast wants experienced enterprise reporter who can shoot SOF and edit, and experienced SOF cameraman/editor who can report. Both must be self starters. These are two to three professional stories a day. If you need training, do not apply. Resumes and references required. Salary $175.00. Box A-266, BROADCASTING.

Director of news: Must have broad experience all phases of local and network television news. NYC location. Your staff is aware of this. All replies confidential. Box B-148, BROADCASTING.

HELP WANTED SPECIALIST

Broadcast TV in high ranking market, looking for the right person with solid reporting experience who can reinforce our people-oriented news theme. Anchor and reporter positions available. Send resume, photo, and state position preference. Box B-160, BROADCASTING.

Sports and Weathercaster. Two openings in a top 50 market: Evening news sports anchor capable of commenting on sports, play-by-play and analysis with strong writing ability. Meteorologist or knowledgeable weather person. Each must have on-air experience. Send resumes and photos. Box B-162, BROADCASTING.

News Director. Experienced at all levels of TV news with proven management skills who is ready to lead a large staff toward solid growth. Detailed resume. Box B-161, BROADCASTING.

TV News Producer/Writer/assignment editor opening. Must be experienced in these areas and ready to move into larger news department. Send writing samples and resume. Box B-153, BROADCASTING.

Reporter/Producer. Take charge type. Minimum 2 years commercial experience. Shoot & edit ENG. Produce top rated newscast. Some reporting. Resume only. Robb DeWall, KOTA-TV, Box 1760, Rapid City, SD 57709. EOE.

Meteorologist with certification and warm on-air delivery for medium market station. Will prepare and deliver weather for early and late newscasts, some booth audio, some community involvement. Resume and tape to Ian Pearson, WANE-TV, 2915 W. State Blvd., Ft. Wayne, IN 46808.

We're looking for an aggressive street reporter with at least one year of commercial experience. If you're a self starter who can use the medium to get the message across, we're interested in talking with you. No beginners. Send samples of your street work and a resume with your first response to: Bob Jordon, News Director, WFTV, Box 999, Orlando, FL 32802.

Newswriter: Editor to edit news inserts, with opportunities for news series work. Experience on single station system with editing preferred; newswriter experience required. Send resume and salary requirements to Barbara Matsows, WMAL-TV, PO Box 351, Washington, DC 20008. Affirmative Action/EQUAL Opportunity Employer.

HELP WANTED MANAGEMENT

ENGINEER III—Public Television Network. Ability to perform in a high pressure environment. 4 years supervisory experience with personnel and equipment. Experience with studio and field equipment. Strong background in sales and personnel management required. Salary $10,000. State of the art facilities. Box A-221, BROADCASTING.

HELP WANTED TECHNICAL

Ready for advancement? California broadcast equipment maker looking for radio or television operating and maintenance people, with first class license and minimum 5 yrs experience. Customer service-dealing daily with broadcasters, chief engineers and consultants before and after sales, making proposals, and working with our field sales force. Minimum 2 yrs experience. If you have engineering experience and are looking for more challenging work, please mail resume with salary history in full confidence to Box A-194, BROADCASTING.

Transmitter Supervisor for 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.

Organized, experienced PDM/IPA Dir/ENR. Large air, video, audio, lab automation, fast community involvement. Top flight copy production/promotion. People-sales oriented. Married. Seek solid growth opportunity; group preferred. All situations considered. Anywhere... Box B-138, BROADCASTING.

Attention Denver! Hate uncertainty? I'll do uncertainty and work closely with minority groups, while performing other station duties. Box B-153, BROADCASTING.


If you're screaming, selling bubble gum and cokes, forget it! If you're a team player, not just a disc jockey then I may be your man. Let's not start by being "pen pals"—call Mark at 803-733-1401. If we relate, geographics are no problem. No small markets.

TELEVISION

HELP WANTED MANAGEMENT

ENGINEER III—Public Television Network. Ability to perform in a high pressure environment. 4 years supervisory experience with personnel and equipment. Experience with studio and field equipment. Strong background in sales and personnel management required. Salary $10,000. State of the art facilities. Box A-221, BROADCASTING.

HELP WANTED TECHNICAL

Ready for advancement? California broadcast equipment maker looking for radio or television operating and maintenance people, with first class license and minimum 5 yrs experience. Customer service-dealing daily with broadcasters, chief engineers and consultants before and after sales, making proposals, and working with our field sales force. Minimum 2 yrs experience. If you have engineering experience and are looking for more challenging work, please mail resume with salary history in full confidence to Box A-194, BROADCASTING.

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HELP WANTED PROGRAMING, PRODUCTION, OTHERS

Production/Operations Manager, Need experienced, creative individual who can also handle people well. Good growth opportunity for right person. An Equal Opportunity Employer. Reply to Box B-165, BROADCASTING.

West Palm Beach, FL, ABC Network W looking for right promotion director with an eye for quality. Applicant must have past record of producing shows of national dist. Honors include outdoor, print and special projects. Send resume to WPEC, PO Box 8325, West Palm Beach, FL 33407.

Producer/director with heavy emphasis on commercial production experience, including knowledge of film, location shooting, rewrites. Sample reel will be requested. Contact Tom Scott, WTCN-TV, 441 Broadmoor Avenue, Minneapolis, MN 55427, 612-546-1111, EOE.

Promotion Director for major S.E. NBC affiliate. Must have extensive experience in sales and audience promotion and publicity. Creativity and the ability to work well with other departments important. A chance to grow with a major broadcasting company. Contact Steve Currie, WSFA-TV, PO Box 2566, Montgomery, AL 36105. Supply complete resume and salary requirements. An equal opportunity employer, M/F.

TV Assistant—One year production experience, fluent in Spanish and English background, minimum $5.34/hour. Send resume and training experience by February 18, 1977, to: Classified personnel department, Clark County School District, 2632 East Flamingo Road, Las Vegas, NV 89121.

Teaching position open fall 1977. Ph.D. or A.B.D. in broadcasting, college teaching and professional radio and television production essential. Assignment includes management, programming, TV production, introduction to production courses. Position involves active participation in faculty services, extensive counseling, publishing and research. Assistant Professor, Associate Professor, Professor, Dean of Telecommunications, Box 4710, Texas Tech University, Lubbock, TX 79409. An Equal Opportunity/Affirmative Action Employer.

Director of special projects and development for WHA radio and television, Responsible for research, coordination writing and presentation of WHA radio and television commercials. We are a member of the National Telecommunications Center and non-broadcast program projects to potential funding agencies. Bachelor's degree preferred. Minimum of three years successful work experience in preparation and presentation of major grant proposals at the national level, plus a demonstrated successful record of obtaining federal, foundation, and corporate sources. Demonstrated broadcast continuing education and public broadcasting development knowledge and experience. Interested? Write: Ronald Bronstein, General Manager, WHA Radio-TV, 821 University Avenue, Madison, WI 53706. An equal opportunity employer.


Writer-producer needed for VHF public TV station in Midwest university town. College degree plus two years experience required. $9,360 to start with excellent fringe benefits. Affirmative Action, Equal Opportunity Employer. Job description and further information available. Write: Don Swift, 52 E. Gregory Drive, Champaign, IL 61820.

SITUATIONS WANTED MANAGEMENT

I want to anchor! Top Ten market talk-show host and anchorman desires solid anchor position. Young, Exciting, Intelligent Box B-29 BROADCASTING.

Having management problems? Small market group major wants bigger challenge. Proven track record. 19 years sales, news, programming, renewals and cable experience. Excellent education and background. Western U.S. preferred, but all areas considered. Box B-104, BROADCASTING.

SITUATIONS WANTED ANNONCERS

Former Major League Baseball Announcer with major college basketball background seeks opportunity to relocate with sports minded radio and/or television station. Can offer broad experience: exciting, informative play by play; award winning sports shows and hard work. Box B-164, BROADCASTING.

SITUATIONS WANTED TECHNICAL

General Sales Manager in medium market seeking relocated creative, young and an effective quality competitor. Strong major market experience in sales and management. Self-starter with proven record of achieving revenue objectives. Box B-50 BROADCASTING.

First Phone, desires maintenance, xmr or studio. East/Box B-55 BROADCASTING

1st Phone Major Market experience—Family man—Ambitious Self Starter, Experience: Master Control to Video Editing. Box B-56, BROADCASTING.

Director/switcher with First Phone desires position as Technical Director, Operating Engineer, or Major Market Cameraman. 8 years TV experience. Box B-118, BROADCASTING.

News is my life—Add life to your news! A news pro, ready to anchor. Top market news radio morning drive anchor and part time TV, both in top 5 market. A 13-year veteran at 32! Experience with ENG. Box B-122, BROADCASTING.

Director/switcher with First Phone desires position as Technical Director, Operating Engineer, or Major Market Cameraman, 8 years TV experience. Box B-118, BROADCASTING.

SITUATIONS WANTED NEWS

TV News Director immediately available for medium market in the East or number two slot in major market. Excellent results oriented and sensitive to community issues. Box A-244, BROADCASTING.

Amherst ’76 Magna Cum Laude looking for entry-level television news position. Strong college print background. Graduate assistant. Excellent communication skills. Eager to learn challenging job. Good catch. Will relocate. Box B-17 BROADCASTING.

Editor-Writer with assignment and production experience. Prefer western, because in the beginning, and end, is the word. Box B-17 BROADCASTING.

Meteorologist, Young, Professionally clear and personable delivery of the weather. Radio and TV experience. VTR available. Box B-72 BROADCASTING.

Female 20’s Purdue grad looking for news job in television station. Media background in medium market. Anchor/producer 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, BROADCASTING.

Successful news director seeks to relocate in south or west medium market. Superb credentials. Intelligent, thoughtful news management for solid, professional position only. Experience upgrading all aspects of news operation, product. Box B-87 BROADCASTING.

Meteorologist, AMS seal. An experienced professional that is able to communicate at the viewer’s level and knows the value of public relations. Box B-158, BROADCASTING.

Female anchor/reporter, 2 yrs. medium market, MA, Film & ENG experience, wants to move. Box B-159, BROADCASTING.


Aggressive black reporter seeks position in competitive market. Experienced, talented and hard worker, Dependable, too. Degree, Tape available. Call 609-657-4857.

Science-weather reporter, VTR, top references. Good appearance, delivery. Doon: 212-860-1166: College Box B-110, BROADCASTING.


SITUATIONS WANTED PROGRAMMING, PRODUCTION, OTHERS

Sports Director 3-year college credit, one year television, two years radio, both with PBS. 3rd class ticket. Super recommendations. Call 304-442-7416.


Sports Anchor/Reporter, B.S. Communicate. Under a year’s commercial experience; willing to work anywhere in production. Creative, dependable and eager for break. Box B-60, BROADCASTING.

Production specialist: Direct, Switch, Audio, Lighting. Camera, Projection, Film, ENG, BS, MS, Creative, Ambitious. Intelligent; Management Potential. Excellent References. Now. Box B-109, BROADCASTING.

Highly skilled director: 8 years excellent production background. Studio, remote, live, film, tape, ENG. Now directing top rated newscasts. Prime interest is directing weekday newscast. Position with strongly competitive, top market station. Tapes available. Box B-120, BROADCASTING.

Major Northeast Market V.P., and Television Programming Director seeks similar or Producer/Director position. Market size not important. Resourceful, creative, commitement to equal and management. Self-starter with proven record of achieving revenue objectives. Box B-50 BROADCASTING.

Creative Directing or studio and remote production.; (film, ENG) 3 yrs experience, commercial, educational, Cable, seeks position Northeastern US. Steve Saltier, 265 Capitol Ave, Meriden, CT 06450.

College grad, presently employed: Studio, control and on-air experience, seeks challenge and change. John F. Rice 1452 Beall Avenue, Wooster OH 44691 218-264-2447.

Dedicated, young, college graduate looking for entry-level television production position. Strong college and PTV production experience. Will relocate anywhere for right opportunity. Gary Gootzit, 48 Draper Street, Springfield, MA 01109. 413-737-5236.

WANTED TO BUY EQUIPMENT

Want to purchase used stereo automation system. Automatic logging optional. Please supply details of type, when purchased, and price asked. Box A-195, BROADCASTING.

Towers in Southwest, guyed, self-support, in air, on ground, all heights. 214-455-1402.

Paul Schafer wants to buy Schafer 800. 902, 903 automation systems used, also Ampxes and recent transmitters in good condition. Phone 714-454-1154 or write Schafer International, 5BO1 Sodean Mtrd., La Jolla, CA 92037.


FOR SALE EQUIPMENT

Film Processor, Good condition. Houston Fearless mini with tanks and mixer. T. Frank Smith, Jr., KRS-TV, PO Box 840, Corpus Christi, TX 78403.

TV tower and line for sale: stainless G-4, 400 foot tower now supporting 7,000 pound RCA antenna. Guy cable and saddles included. Fully galvanized and painted and less than seven (7) years old. Also, 25 sections of RCA 6-inch transmission line, bullets and VTR, 220-2200, Conn. 292-292. Contact, IV Manager, WAA-YTV, 1000 Monte Sano Boulevard, Huntsville, AL 35801 or phone 205-539-1783.
FOR SALE EQUIPMENT CONTINUED
Build your own TV and radio production equipment. Easy, inexpensive plans covering audio consoles to chroma key and time base correctors. $1.00 brings our catalog of over 100 projects. Don Britton Enterprises, PO Box G, Waikiki, HI 96815.

Color Mobile Van. 26', 3 Norcros PC-70 Cameras. Ward Switcher, McCurdy audio, complete, ready for use. $120,000.00. Malec, 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 supply the TBC and put you on the street with ENG for less than $25,000. Call us now. GVR Systems Inc., 2370 Vinton St., Huntington, WV 25701. 305 - 416 - 6071.

Gates "President" B channel console, good condition, $7200. Mazer Corporation. 205 - 956 - 5500.

Collins SKW Transmitter. 830-E. Stereo. Perfect. Tuned and tested your frequency. $8,900. 601 - 362-7290 after 5. J. Boyd Ingrah, PO Box 2154, Jackson, MS 32070.

UHF FM Transmitter. 12 KW by GE. Call 815 - 964-4191 or 815 - 965-9600.

Switcher—American Data ADC 566 with Chroma Key. Call 815 - 965-9600 or 815 - 964-4191.

Spare Color Tubes for TK-26 film chain camera (no optics) and TK-26 CCU. Best offer. Call 815 - 964-4191 or 815 - 965-9600.

RCA Switchers—two Custom RCA PM5 10 Switchers for both production and operations use, incl. rack equipment and cable. Call 815 - 964-4191 or 815 - 965-9600.

Audio—Ampex 601 2-track with two amp/speakers. Four SHURE 565 dual-impedance mics, mic stands, 500' mic cable, RCA studio monitor-speaker. Call 815 - 965-9600.

IVC 1 VTR Machines—one 875C, one 760, with Tri Editor. Low hours. Call 815 - 964-4191 or 815 - 965-9600.

UHF Transmitter—30 KW GE television transmitter call 815 - 964-4191 or 815 - 965-9600.

(2) RCA TR-22 Quad. high band Color VTR machines, with Monitors, rack equipment, manuals. Call 815 - 964-4191 or 815 - 965-9600.

(22) Motorola MV30 Transmitters; (33) Motorola MV50 Transmitters; (19) Motorola MV20 Receivers. These units are in excellent condition and can be purchased as complete systems or individual components. American Microwave & Communications, Inc., 105 Kent Street, Iron Mountain, MI 49801.

(3) RCA TK-42 Color Cameras, with cam heads. ccu’s, remotes, racks, approx. 600’ camera cable. Two have RCA/Houston Fearless TD-99-C motorized pedestals, one with RCA/Fearless tripod and dolly. With RCA color monitor, manuals. Call 815 - 964-4191 or 815 - 965-9600.

CBS dynamic presence equalizer, Model 4500. New. Improve your sound $499 312 - 956-1546.

Two Schaefer 1200, Schaefer 600, Two IGM 500, CD, complete. All reconditioned, new rear, new carousels, and more. Contact Broadcast Specialties, 206 - 577-1681. Longview, WA.

3 High Band RCA TR-22 Video Tape Machines. 1 RCA TVM-1 Microwave System, Including dishes and 204 lines of hookup cable. Contact Bill Bister, C.E. WGNU-TV, 504-622-6211.

Autogram stereo automation. Just three years old, in excellent condition. Contains three Revox decks, two random select carousels, two single cartridge players and control drawer. Includes one stereo cartridge recorder with 150 Hz auxiliary tone for recording commercials. System was purchased to execute beautiful music format but will handle any reel to reel material. NO GROGAM can supply parts or update if needed. Price $10,000 cash. Contact Charles Fletcher, WLIN, Jackson, MS 301 - 982-7336.

FOR SALE EQUIPMENT CONTINUED
RCA TP-6 and Eastman 275 Projectors needed. MATEC, Inc. 205 - 956-2200.


Color mobile van, network used, complete and ready for service, no VTR’s. Complete inventory on request, priced for quick sale at $120,000. MATEC, Inc. 205 - 956-2200.


GE Transmitter, 3 kw, modified for use with VECX5000 finals. Useable as a standby transmitter. operational when taken out of service. No stereo, $1000, plus shipping. Contact Chuck Warren, Fountain Valley School, Colo. 80911. 303 - 392-3461.

Two new Revox A-77 professional tape recorders Nr. 1102. 2 track stereo with pre-amp, under warranty. $600 each. Contact: Carlos MCNeill, Rt. 2, Box 722E, Lenoir, NC 28645, 704 - 758-0067.

MISCELLANEOUS

Prizes! Prizes! Prizes! National brands for promotions, contests, prizes, barter, ... belt! For fantastic deal, write or phone: Television & Radio Features, inc.

Amateur singers wanted for new record company. Call 212 - 247-8500. Demo fee required.

INSTRUCTION

REI teaches electronics for the FCC first class license. Over 90% of our students pass exams. Classes begin Feb 14. Student rooms at each school.

REI 61 N. Pineapple Ave., Sarasota, FL 33577. 813-955-9522.

REI 2402 Tidewater Trail, Fredericksburg, VA 22401. 703-373-1441.


First Class FCC license in 6 weeks. Veterans approved. Day and evening classes. Ervin Institute, 8100 Blue Ash Road, Cincinnati, OH 45236. Telephone 513-791-1770.

Omega State Institute, FCC first class license and studio training. 90% placement success! 23rd East Grand, Chicago, IL 312-321-9400.


1st class FCC, 6 wks, $54.00 or money back guarantee. VA approved. Nat'l. Inst. Communications, 11488 Oxindar St., N Hollywood, CA 91606.


INSTRUCTION CONTINUED

RADIO

Help Wanted Management

We are seeking a general manager with heavy sales experience to operate a small market AM-FM that are part of a group. We own our large market stations and advancement is possible. We offer the opportunity for earning an equity position in our corporation. Send resume, salary requirements to Box 3-107, BROADCASTING.

Aggressive sales manager needed for Eastern Pa. medium market AM station. Must have proven ideas and track record for generating sales and building. Excellent training and sales staff who will be given complete control of department. $15,000 plus override. First year capability easily $25,000. Box B-111, BROADCASTING

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. Manager 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: Donald S. Kane Vice President, General Manager WJAR-AM 176 Weybosset St. Providence, RI 02903

Help Wanted Announcers

If you're good at jockeying and production and anxious to connect with the number one Top 40 rocker in Toledo, contact Bunkie Anderson at WOHO immediately. E.O.E.

419-255-1470

Help Wanted News

Broadcasting faculty member, start fall 1977. Should have an interest in teaching news 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-leading position. Contact Larry Watkin, Chairman, Broadcast Studies, School of Journalism, University of Nebraska-Lincoln, Lincoln, Neb. 68588. An equal opportunity affirmative action employer.

Broadcasting Feb 21 1977
Help Wanted News
Continued

BAY AREA RADIO STATION
IS LOOKING FOR A CREATIVE NEWS PERSON WITH JOCK BACKGROUND. THIS PERSON MUST HAVE THAT SPECIAL ABILITY TO BECOME PART OF THIS PERSONALITY STATION.
SEND TAPES AND RESUMES TO:
RONNI RICHARDS
K L O K RADIO
PO. BOX 21248
SAN JOSE, CA 95151
AN EQUAL OPPORTUNITY EMPLOYER

Help Wanted Programming,
Production, Others

MOR PROGRAMMER
Major syndicator searching for a successful, talented MOR programmer. The rapid expansion of our company has created this rare opportunity for the right person. You should presently be employed in a responsible programming position. You must have a minimum of 5 years PD experience. Your knowledge of MOR music must be total: a solid background of traditional/standard plus a thorough familiarity with today's Adult-Contemporary music artists. You must be systems and detail oriented with good follow-through. Knowledge of automation helpful. Your references must stand extensive examination. If you can offer all of the above, then we offer an exciting position with a dynamic group. This is a unique, solid position with one of the industry's leading syndication firms. We have excellent company benefits, including Profit Sharing. Send a complete resume in your first letter.
Reply:
Box B-133, BROADCASTING

Assistant Production Director
General Electric Broadcasting Co.
WGY-WGFM
Currently accepting applications for position of Assistant Production Director. Individual should have minimum five (5) years broadcasting experience, excel in creativity, have a good technical knowledge and be a "detail" man. This is a career opportunity!
Tapes and resumes to: Lee Fowler, WGY Radio, 1400 Balltown Road, Schenectady, New York 12309. An Equal Opportunity Employer.

Experienced weathercaster for weekend newscasts.
Booth shift remaining three (3) days. Rush Resume and air check tape to Program Director, WSM-TV, Box 100, Nashville, TN, 37202. An Equal Opportunity Employer.

Help Wanted Programming,
Production, Others
Continued

CHIEF PROMOTION WRITER/DIRECTOR OF COMMUNICATIONS
Fast growing consumer entertainment medium seeks a broad-gauged, creative strategist with excellent promotion writing skills, thorough knowledge of the advertising strengths of all media, and practical experience in developing persuasive programs in print, broadcast, and direct mail.
This key position offers an attractive salary, comprehensive benefits, and excellent potential for advancement.
If qualified, please reply in confidence to our recruiting consultant:
Box B-97, BROADCASTING

Help Wanted Technical

KTLA
GOLDEN WEST VIDEOTAPE 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 AMPEX 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 live cameras, RCA telecine, GRASS VALLEY switching and terminal equipment. Both positions require demonstrable experience of five or more years. Digital schooling 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. Henithy, Director of Engineering KTLA, 5600 Sunset Blvd. Hollywood, CA 90028.
KTLA is an equal opportunity employer—M/F

Because of rapid corporate growth and a dramatic increase in our business, CCA Electronics Corporation is in immediate need of skilled personnel in the following areas:

AM-FM-TV transmitter design engineers
These positions are for experienced professionals with proven ability in high power transmitter and solid state design technology.

Broadcast sales administrators
We require experienced broadcast engineers with radio and/or television background, good organizational skills desiring growth into a sales career. Successful candidates should have polished communications skills and a desire to work with broadcasters and their product requirements.
Please reply with resume, salary history and any pertinent details to CCA Electronics Corporation, 176 Jersey Avenue, Gloucester City, New Jersey, Attn: Mr. Art Silver, or feel free to visit us at Booth 201, Sheraton Park during NAB.

Broadcasting Feb 21 1977
95
### Situations Wanted Management


**Selling General Managers**

Position Wanted:

20 years experience. Looking for my first general managers position. Small/midmarket. 41, family, honest, stable, 1st. Phone. Must be long term, take charge position. Personal interview required. Possible investment. Box B-137, BROADCASTING.

**GENERAL MANAGER**

Solid background in SALES and MANAGEMENT. A seasoned radio pro. Community involvement, Powerful motivator. My name and track record speak for themselves. Now GM of station with incredible growth record—seek northeast station owner who takes his station seriously and wants it in capable hands. Box B-107, BROADCASTING.

### Situations Wanted Announcers

**Adult Personality Who Understands Moderation**

Currently morning drive in Top 30 market. Seeks responsible Country. Adult Contemporary or MOR, Call 716-873-6858 or write Box B-117, BROADCASTING.

**IT TAKES A POLISHED PERSONALITY...**

Smooth and articulate pro for Adult Rock/Contemp. MOR. Tight and top of things. A journeyman. Bob Mason (518) 943-2032 We Deliver.

**MINORITY CHIEF ENGINEER**

Of Top 50 Network Affiliate seeking new challenge in equipment sales. New England Territory preferred. Box B-103, BROADCASTING.

### TELEVISION

**Help Wanted News**

**NEWS EDITOR/ANNOUNCER**

(Also Need Reporter)

California, medium-size market, network station has immediate opening for experienced TV news person to serve as News Editor. Will also cover an assigned beat. Must be qualified for some anchor work. Salary up to $15,000 — depending on experience and anchor capabilities.

Reporter position also calls for TV news experience, shoot, edit, etc. If qualified to serve as anchor sub, so much the better. Salary in $10,000-$11,500 range. Company has excellent fringe benefit plan.

AN EQUAL OPPORTUNITY EMPLOYER M/F

If interested and experienced in TV news, send complete resume (in strict confidence) including work-salary history to:

Box B-157, BROADCASTING

**Help Wanted Sales**

**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

**Help Wanted Management**

Major television group looking for the very best in programing 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 Management Continued

**Manager**

**Technical Operations**

One of the nation's leading communications corporations has a highly visible administrative position for a professional who can supervise diversified broadcast engineering technical capital projects. Will also modify and improve current technical equipment...participate in long-range project planning...and interface with engineering personnel at both corporate and divisional levels.

Ideal candidate will complement in-depth knowledge of audio, video, RF and digital systems with an engineering degree and 5 or more years experience. 1st class FCC radio telephone license required.

Salary fully commensurate with experience and qualifications. We also provide excellent benefits and the potential for advancement to other engineering functions within the corporation. Position is based in New York City. Send resume including salary history to:

Box B-169, BROADCASTING. An equal opportunity employer, m/f

**Help Wanted Programming, Production, Others**

**ARE YOU THE BEST?**

We're looking for on-air communicators for the Group-W Stations' Evening, The MTWTF Show especially in Baltimore, Pittsburgh and Philadelphia. We're looking for people who are as adventurous as this new prime time show has been — fresh people who know how to make stories and who love to tell them. We're looking for the best. It that's you, don't phone, send an audition cassette with letter to...

Evening Executive Producer

KPIX
2655 Van Ness Ave.
San Francisco, CA 94109

An Equal Opportunity Employer
Help Wanted Programming, Production, Others Continued

TV Personnel Needed

Religious Broadcaster has continuing need for experienced, professional personnel in all areas of TV programming, production, engineering, promotion, advertising and accounting. Minimum 3 years of experience in major markets.

Box B-139, BROADCASTING

Situations Wanted Management

STRONG, experienced, TV general sales manager, with excellent track record with dominant stations in Top 10 Markets looking for position. Experienced both in affiliated and indie operations. Will increase your sales at the highest possible unit rates. Finest of references. Reply in confidence.

Box B-121, BROADCASTING

Situations Wanted News

News is my life

A news pro, ready to anchor and/or report. Currently, top rated news radio morning drive anchor and part time TV, both in Top 25 market, a 13-year veteran at 32! Current with ENG.

Box B-122, BROADCASTING

NEWSMAN TURNED SCHOLAR WANTS RETURN TO TV CAREER

Educated, but no egghead! 28, married, ambitious self-starter. B.A. Journalism (Radio-TV-Film), Master of Education, Doctoral study underway. Have had sixteen months experience as TV newsman with network affiliation. Morning anchor, general news, news features, film, writing, editing, some talk show, some sports. Broadcast excellence awards. Some special interest radio for American community abroad. Want news, public affairs, educational programming, or related position. PTV or commercial. Career oriented. Long-term employment desired. Presently University employee. Write Box B-147, BROADCASTING.

Situations Wanted Programming, Production, Others

Looking For a Better Air Image and Fewer Discrepancies

I have over seven years experience in television and fourteen years in the broadcast industry as Production Director, Operations Supervisor, Video Switcher, First Class engineer, audio man, videotape operator, projectionist, camerman, studio lighting, records, and a degree in Communications at a University where I was invited back to teach. I must be reliable, six years at one station. The accolade, I'm only 29. Reply Box B-165, BROADCASTING.

Audience Research

INCREASE SALES

with a customized PRS audience survey . . . from $329.95.

Professional Research Services

6806 S. Terrace Rd. Temp. A. 85283 (602) 858-4003

Miscellaneous

For Powerful Year Round Promotions

AMERICAN FLAG KITS

3' x 5' Double-Stitched Flag
W/6 Ft. Jointed Metal Pole & Accessories
Made In U.S.A. Immediate Delivery
FLAG HEADQUARTERS
for All Media
Write or call today for Catalog Sheet

ATLAS FLAG CORPORATION
Elk Grove, III. 60007 - 312-773-3376

Programming

EASTER IN THE FOOTSTEPS OF JESUS
30 min. Radio special direct from Jerusalem.

Buy-Sell-Trade

CHARGE-A-TRADE

Top 50 market stations! Trade advertising time & other items.

FREE BOOKLET, AVAILABLE CALL TOLL FREE
800-327-8658(except Florida)

DILL, E. Commercial Blvd., Ft. Lauderdale, FL 33309 (954) 344-2700

FOR SALE

One SPOTMASTER 610B TELCO and one 605B TELCO, all solid-state, with 15 channels contained in upright steel mobile cabinet. Also a supply of spares (circuits) and a 500B RECORDER-PLAYBACK, a PORTAPAK 1, and cartridge winding equipment, plus mikes, assorted accessories, and wiring diagrams. Used only 6 months. Original cost $10,000. Located in Boston. MAKE OFFER. Phone (617) 426-7868.

RECRUITMENT ADVERTISING, INC.
PARK SQUARE BUILDING, BOSTON, MASS. 02116

Equipment For Sale

BARGAINS

Have automation equipment available at fantastic bargains. Send stamped self-addressed envelope for list: George Spelvin, KSTT, Inc., PO. Box 3788, Davenport, 52808.

WANTED TO BUY EQUIPMENT

WE WANT TO BUY A GOOD, RECENT 30 KW UHF TRANSMITTER

UHF station owner, are you increasing power on your UHF station? Are you using a recent 30 KW transmitter for a standby?

Will offer top price.

CONTACT BOX A-273

BROADCASTING

WANTED TO BUY STATIONS

San Juan, Puerto Rico
Metropolitan AM
Cuadros & Cuadros
PO. Box 621
Old San Juan, Puerto Rico 00902

Top Money Through Terms

Owner-operator to be, experienced in all phases. Majority Interest. South preferred.

Box B-119, BROADCASTING
**Wanted To Buy Stations Continued**

Small Market AM, AM-FM stations in Idaho, Nevada, Washington, or Northern California. Experienced radio and newspaper group. All replies kept in strict confidence. Write Stan Lesher, PO Box 837, Meadow Vista, CA, 95722.

Principal looking for Midwest or Sunbelt station priced at $650,000 or less. Contact Bayard M. Grant, 127 W. 10th St, Kansas City, MO 64105.

---

**For Sale Stations**

**LARSON/WALKER & COMPANY**
Brokers, Consultants & Appraisers
Los Angeles Washington
Contact: William L. Walker
Suite 508, 1723 DeSales St., N.W.
Washington, D.C. 20036
202-232-1853

**MICHIGAN**
1,000 Watt AM Daytime Pre-Sunrise—Fully Automated
BOX A-237, BROADCASTING

**MEDIA BROKERS APPRAISERS**
RICHARD A. SHAEHEN
312-467-0040

---

**NEW YORK STATE**

Power daytimer in small market is C&W outlet for substantial metro area. Prompt sale desired to settle estate. Asking $200,000 including valuable real estate.

Long-established fulltime power AM in one of the better northeast top-50 markets. Profitable history. Internal matters require sale. Asking $1.7 million including valuable land. Terms negotiable. Contact associate Ken Chapin for details on either of these properties at 1100 Malden Road, Syracuse 13211 or call Ken at (315) 454-4144.

---

**For Sale Stations Continued**

**The Ted Hepburn Company**
Media Brokerage/Appraisals
PO. Box 42401 Cincinnati, OH 45242
Phone 513/971-8730

**For Sales Stations Continued**

**5000 Watts Fulltime**
East Coast $363,000 down
11 Year Terms
In reply include bank
Box B-105, BROADCASTING

Daytime AM exclusive to growing Rockies market. Fully automated. Needs active owner-manager to appreciate billing potential. $100,000. 25% down. Excellent terms.
Box B-138, BROADCASTING

**TEXAS POWERHOUSE!**
Class “C” FM in tourist area. Stereo. Active or inactive with $20,000 minimum. Please send resume if active. Group situation
Box B-140, BROADCASTING

**PROFITABLE MAJOR MARKET COMBINATION**
Fulltime AM and successful FM Stereo. Extensive assets... excellent ARB, Substantial cash required.
The Hoff Corporation
Broadcast Brokers & Appraisers
Box 111
Bethlehem, Pennsylvania 18016

Midwest. 2800 watt. FM Station
Excellent equipment. Dynamic growth market. Owners have other interest. Serious inquiries only. Located 1/2 way between Cincinnati and Louisville. 812—427-2137.

---

**For Sale Stations**

**Cable Television & Pay TV**
Cable Management Engineering Financial Services System Analysis Division of Associated Services Inc.
Cherry Hill, N.J. 08034

---

**Smith Cooper Associates**
Cable Television & Pay TV
Cable Management Engineering Financial Services System Analysis
Division of Associated Services Inc.
Cherry Hill, N.J. 08034

---

**BROADCASTING’S CLASSIFIED 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 illegible Copy. All copy must be clearly typed or printed.

Copy; Deadline is MONDAY for the following Monday’s issue. Copy must be submitted in writing.

Repplies to acts with a box number should be addressed to Box Number, CO BROADCASTING, 1730 DeSales St., N.W., Washington, D.C. 20036.

No telephone copy accepted. Audio tapes, transcriptions, films or VTR’s are not forwarded, but are returned to the sender. Replies addressed to box numbers must not contain reference to audio tapes, transcriptions, films or tapes.

Rates, classified listings are:
- Help Wanted 75c per word—$10.00 weekly minimum.
- Situations Wanted, 40c per word—$5.00 weekly minimum.
- All other classifications, 90c per word—$10.00 weekly minimum.
- Add $20.00 for Box Number per issue.
- Rates, classified display ads:
  - Situations Wanted (Personal ads) $300.00 per inch.
  - All other $60.00 per inch.

Broadcasting

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Broadcasting with other major interests

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Cablecasting

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Stock Index

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### Electronics/Manufacturing

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<th>Change</th>
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<td>CAX</td>
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<td>FERN</td>
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### Standard & Poor's Industrial Average

<table>
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<th>Industry</th>
<th>Symbol</th>
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<td>APS</td>
<td>112.7</td>
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Stocks tradable on Wednesday, closing price shown is last traded price. **No P/E ratio is computed, company registered net loss.** **Stock split ratios are based on earnings per-share figures for the last 12 months as published by Standard & Poor's Corp. or as obtained through Broadcasting's own research. Earnings figures are exclusive of extraordinary gain or loss.
As luck would have it: David MacDonald of Sony

David K. MacDonald, general manager of Sony Corp.'s broadcast division, believes in being in the right place at the right time. And he believes that, as luck would have it, he's been there on several important occasions.

To hear him tell it his career has been one break after another, taking him in rapid if somewhat unusual jumps from his first job as a teacher to one as point man for the world's largest electronics company's leap into the broadcast equipment market. Despite Mr. MacDonald's talk of lucky accidents, however, it seems clear that he also took advantage of the opportunities that came his way.

Certainly the first turning point of his career—the decision not to become a teacher—was his responsibility alone. He tried teaching high-school history for six months while finishing degree work at his hometown Boston University, then, as he says, "I decided I'd better go to work for a living." Marriage in his junior year of college "sort of necessitated it," he says.

He joined the personnel department of the State Mutual Life Insurance Co. of Worcester, Mass., in 1965, a company that just happened to be one of the first to use video-tape recorders for training and recruitment. In short time, Mr. MacDonald was in demand at various business-society meetings as a speaker on video-tape applications. "I became an instant guru on industrial training," he says. "The fact was I may have known about one paragraph more than the other guys."

But in 1965 video tape was still a new field, and gurus of any sort were scarce. In 1966 Mr. MacDonald took on that role officially when he moved to Cramer Electronics in Newton, Mass., a major supplier of industrial components that had found itself with too many early-model consumer video-tape recorders on its hands. Mr. MacDonald was hired to find industrial uses for the oversupply, and he did.

Starting as a salesman of VTR equipment of schools and businesses (Ford Motor Co. bought 5,000 of the recorders), he sold about $200,000 worth in his first year. By the time he left the company eight years later, its sales in the video-recorder market had grown to about $2 million a year and his job had evolved into general manager of a new division.

"The minute we changed our orientation from retail to industrial the business ballooned very fast," he says. Business "was there—just waiting. That's what I mean about being in the right place at the right time."
A matter of perspective

Lionel Van Deerlin (D-Calif.), chairman of the House Communications Subcommittee, last week got a sampling of the conflicting advice he is destined to get in his projected rewriting of the Communications Act. The occasion was a panel session at the annual conference of the National Association of Television Program Executives. Mr. Van Deerlin was there to hear a dozen proposals ranging from the creation of a new executive department overseeing communications to the retention of the present act and its creature, the FCC.

As Mr. Van Deerlin must by now realize, everybody will want to get into the Act before he commits a final draft to paper. There are FM interests that want the law to make manufacturers build FM capability into all radio receivers, UHF television interests that want the law to make manufacturers build UHF detente tuners into all television sets, land-mobile and personal-communications interests that want the law to allocate more spectrum space to the dispatch of diaper trucks and inanities of CB chatter, but why go on? Any communications enterprise that isn't getting all it wants right now from the FCC is likely to be found pleading its case for a mention in Mr. Van Deerlin's legislation.

All this is, of course, to be expected in response to Chairman Van Deerlin's original description of his project as a "basement-to-penthouse revamping of the Communications Act of 1934" (BROADCASTING, Aug. 9, 1976). That announcement implied a judgment that the present act was obsolete and in need of total replacement. Nobody with a stake in the communications business will stay silent if it is assumed that the future of communications regulation is to be radically rearranged.

People would be less nervous if Mr. Van Deerlin were beginning a review of the serviceability of the present act. It is altogether probable that a review could lead to the conclusion that the Communications Act of 1934 is in need of nothing more than fine tuning. Mr. Van Deerlin could clear the air if he publicly scaled down his legislative ambitions.

First things first

Whatever else is to be done with the Communications Act of 1934, repeal of the act's pernicious Section 315 demands immediate attention. The predicament of the League of Women Voters, recounted in this publication a week ago, emphasizes the need for action.

The League of Women Voters, it will be recalled, volunteered to sponsor debates between Jimmy Carter and Gerald Ford in 1976 after the FCC ruled, in a sensible reversal of an earlier opinion, that debates arranged under such auspices could be broadcast as exemptions to Section 315's requirement that all other presidential candidates must be given equal time. The FCC ruled, at last correctly, that debates between major candidates for the Presidency qualified as news events which the Congress removed from the equal-time law in 1959.

Once precipitated into the debate sponsorship by the ruling of one federal agency, the League of Women Voters ran afoul of the regulations of another. The Federal Election Commission ruled that the league could accept no funds from corporations or labor unions to finance the staging of debates. The league fell $100,000 short of expenses in its public fund raising and has now asked a federal court to declare the election commission's ruling illegal.

Whether the Federal Election Commission's ruling was right or wrong, the root problem here is Section 315—which, by current interpretation, transforms a presidential debate from a news event, when arranged by a nonbroadcaster third party, to a non-news event if arranged by a broadcaster. If any of the broadcasting networks and stations that carried the Carter-Ford appearances had been a party to the arrangements, every nonentity running for President would have been entitled to equal time.

The League of Women Voters would have been spared the expense and trouble of its contrived role in the 1976 debates if Section 315 had been erased from the books before the 1976 campaign. The members of the 95th Congress could display a genuine interest in progressive legislation by repealing Section 315 before the next election year.

Everybody's laboratory

The world of cable television has for years envisioned a day of two-way communication offering a multiplicity of programs and services to subscribers. From time to time, seers have proclaimed the day to be virtually at hand, like a week from next Tuesday, but thus far it has failed to materialize.

Now comes Warner Cable Co., a company of considerable substance, with the announcement that it will begin offering a multichannel two-way service late this year to 100,000 subscribers in Columbus, Ohio, with expansion to other areas to follow (BROADCASTING, Feb. 14). Thirty channels, Warner says, can link subscribers to a computer-equipped studio and enable them to play games, participate in programs, take tests, order up specific programs and information, even be tied into home fire protection and security systems.

Coming from Warner, this is not to be dismissed as the sort of blue-sky prospect that has often come from cable promoters in the past. This company is obviously investing a lot of money to make it work, and it wouldn't do so without confidence in the outcome. Cable operators and broadcasters will follow developments to see, first, how well the technology performs and, second but equally critical, how subscribers respond to the possibilities and whether they will want and use the new services enough to pay for them. A lot of future could be decided in Columbus, Ohio.

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